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THE NATIONAL NEWSPAPER OF MARKETING

Seklemian, North Marriage to C&H in Divorce Court

Suits, Countersuits Reveal Friction Among Agencies' Executives

By Denis Higgins

NEW YORK, Feb. 26—A tangled legal battle involving charges and counter-charges ranging from non-payment of debt to account piracy and fraud loomed today between two agencies which merged only eight months ago—Calkins & Holden and Seklemian & North.

Principals in eight separate suits now pending, in addition to the two agencies, will be Victor North and M. Seklemian, president and exec vp of their own agency prior to the merger with C&H last year. Walter H. Lurie, a former employe of Seklemian & North and now vp of radio and tv at C&H, will be named defendant in three separate actions brought by his former employers.

(Continued on Page 93)

Glenmore Aims Ads at Women; They Buy for Family: Bondurant

NEW YORK, Feb. 25—House of Lords scotch, imported by Glenmore Distilleries Co., Louisville, will introduce women into its advertising in a new campaign starting March 28.

The new campaign will run ten bleed pages in *Time* and *The New Yorker* as well as a regular schedule of newspaper ads in Chicago, Los Angeles and New York.

D'Arcy Advertising Co. is the agency.

This is believed to be the first scotch whisky to take advantage of the liquor industry's recent decision to drop its self-imposed ban on picturing women in advertising.

■ Arthur P. Bondurant, vp and advertising director of Glenmore, at a press conference here today, pointed out that the use of women in liquor advertising is not new. Glenmore used attractive models 60 years ago for its Yellowstone bourbon, Mr. Bondurant said, adding that "the company may use women soon in its ads for Ken-

(Continued on Page 8)

PRINCESS DIAL—*Armour & Co. will run its first print ad for its new beauty soap, Princess Dial, in the March 1 issue of the Denver Post.*
(Story on Page 8)

'Lobbying' Ads Not Tax Deductible: High Court

Speech Freedom Intact; Any Advertiser Must Pay Bill, Supreme Court Rules

WASHINGTON, Feb. 25—New tax regulations dealing with the deductibility of controversial advertising may be in the offing, now that the Supreme Court has given all-out approval to the Treasury's policy of disallowing ads for "lobbying, the promotion or defeat of legislation" and "the exploitation of propaganda."

An important break-through on the advertising issue came for Treasury officials this week as the Supreme Court handed down a unanimous decision approving rulings which prevent alcoholic beverage dealers in the States of Washington and Arkansas from taking a business expense deduction for ads which were used to beat a dry law proposal.

At stake in the case were regulations which specify that ads dealing with lobbying legislation and propaganda are not to be accepted as tax deductions. The revenue code itself says only that business men shall be allowed deductions for "reasonable and necessary expense," so business men from time to time have contended that tax officers have gone far beyond the statute when they seek to bar "lobbying" ads as necessary expense.

■ In its opinion this week the court went far beyond the details of the liquor cases immediately before it, to examine the validity on the Treasury's regulations. It noted the rules have been used for at least 40 years. Since Congress had revised the revenue law several times during that period, the court said, it is obvious that Congress had ample opportunity to intervene if it felt these regulations go beyond the intent of the law.

Because the survival of their business was at stake, the tax-

(Continued on Page 96)

'Resor Can Explain It All' . . .

JWT Aim Abroad: Push Gospel of Advertising

Its Overseas Billings Boosted Thompson Shop to World Leadership

(This is the first of three articles on the international operations of J. Walter Thompson Co.)

By Milton Moskowitz
International Editor

NEW YORK, Feb. 26—To Stanley B. Resor, chairman of J. Walter Thompson Co., advertising is a mission.

This is a mission, Mr. Resor explained in his Christmas message to employes in 1957, "to raise the standard of understanding and living of all the peoples of this earth."

This message circulated in 46 J. Walter Thompson offices. In doing so, it circled the globe, for this is a mission conducted on a worldwide scale.

■ Mr. Resor, who joined JWT in 1908, and who headed a group which bought the agency in 1916, has presided over a growth that has seen J. Walter Thompson established as the ubiquitous landmark on the world advertising scene.

Stanley Resor

It was in the post-World War I years that Thompson, under Mr. Resor's leadership, put down its roots in all the inhabited continents of the world; and it was in the post-World War II years that Thompson, still under Mr. Resor's leadership, enjoyed the luxuriant flowering of this early cultivation.

Today, there are 32 international Thompson offices; they employ 3,100 people; and they service more than 400 product accounts. These dimensions, so very un-Thompsonlike in their clattering statistical ring, exceed, in each respect, the comparable ones for Thompson's U.S. operations.

■ If JWT's U.S. billings were wiped out tomorrow, the agency would still rank as a leader in the world advertising agency spectrum.

• In Great Britain, the world's No. 2 advertising country, the Thompson office is No. 1 agency.

• In India, where one-seventh of the world's population resides, the leading agency is Thompson.

• In Australia, a continent in itself, Thompson is the volume leader in the agency field.

• In Germany, the economic powerhouse of continental Europe, Thompson ranks among the first five or seven agencies.

• In Argentina, second largest country in South America, the No. 1 agency is Thompson.

• In Brazil, the largest country in South America, Thompson is the No. 2 agency.

• In Canada, Thompson is the No. 5 or No. 6 agency.

• In Mexico, the No. 3 agency is Thompson.

■ Billings are a subject Thompson typically refuses to brag about or

(Continued on Page 32)

Spot TV Sales Climbed 14% in '58; Sales Curve of Spot Radio Off 1.9%

P&G Holds Narrow Lead, Lever Second, Rorabaugh Reports

NEW YORK, Feb. 26—Spot television has cracked the $500,000,000 mark for the first time, Norman E. Cash, head of TvB, reported this week.

Gross time expenditures for spot tv hit $511,704,000 in 1958, compared with $448,734,000 in 1957, according to the bureau's estimates. These estimates are based on N. C. Rorabaugh data secured from stations.

Mr. Cash pointed out that the spot tv curve for every quarter was up despite the recession. He said a part of the 14% increase was due to rate increases; spot rates were up an average of 6%, industry sources indicate.

■ Nobody was close to the perennial first placer, Procter & Gamble, which boosted its budget to $33,833,100. Runner-up, Lever Bros., almost doubled its 1957 rate

(Continued on Page 96)

2nd-Half Dip Offset Gain in 1st Half, Accountant Finds; '59 Called 'Even'

NEW YORK, Feb. 26—As predicted by Lawrence Webb, managing director of Station Representatives Assn. (AA, Dec. 15), spot radio spending for 1958 fell below the 1957 level.

The biggest drop, according to estimates prepared for SRA by Price Waterhouse & Co., came in the fourth quarter, when there was an 8% decline. Third quarter spending was off 7.8%.

Gains within the first half of the year served to keep 1958's spot business within whispering distance of 1957's. Gross time sales estimated for 1958 were $166,367,000, compared with $169,511,000 in 1957, for a loss of 1.9%. This is the first year selective radio has declined since it started on the comeback trail in 1955. The slow initial gains jumped to spectacular proportions in 1956 and 1957.

Most of spot's losses are be-

(Continued on Page 96)

Last Minute News Flashes

D. P. Brother to Get $3,500,000 GM Promotion

DETROIT, Feb. 27—General Motors Corp. will launch a $3,500,000 campaign in April aimed at increasing customer service and contact through dealers, ADVERTISING AGE learned today. Details of the drive have not been released, but D. P. Brother & Co. has been chosen to handle the campaign.

Firestone Rubber & Latex to Campbell-Ewald

FALL RIVER, MASS., Feb. 27—Firestone Rubber & Latex Products Co. has named Campbell-Ewald Co., Detroit, to handle its account. Grey Advertising Agency was the previous agency. The foam rubber account was Grey's last piece of Firestone business, but it is understood that the account has been relatively inactive for some time.

Eversharp Starts Search for Agency as B&B Departs

CHICAGO, Feb. 27—Eversharp Pen Co. will invite six Chicago agencies to make presentations for its account, which may bill $500,000 this year. Eversharp and Benton & Bowles "mutually" terminated a 13-month relationship this week. The company said it would be willing to meet with other qualified agencies in addition to the six.

Brewer Group Weighs Entering Network TV

NEW YORK, Feb. 27—The board of the U. S. Brewers Foundation will decide next month whether the foundation's new ad program will include a network tv schedule as well as print media. It would be the organization's debut on the air. J. Walter Thompson Co. is the agency.

(Additional News Flashes on Page 97)

FCC Will Probe Monopoly Charges Against Networks

Decision Follows Ruling by Supreme Court That FCC Can't Grant Immunity

WASHINGTON, Feb. 27—The Federal Communications Commission outlined plans today for a public investigation of charges that tv networks used their control of time and facilities as a bargaining device in their dealings with advertisers and independent program users.

The commission said its hearings will draw on information provided by the Department of Justice as well as on preliminary studies made by its own staff.

The announcement of a cooperative effort by FCC and the Justice Department followed on the heels of a Supreme Court decision resolving some of the behind-the-scenes dissension with regard to FCC's responsibility to consider anti-trust issues in framing network regulations.

■ As outlined in a public statement by FCC, the program hearings constitute another step in the commission's examination of tv network business practices. Programming had been omitted from

(Continued on Page 97)

FTC Reports Its 'Standards,' 'Guides' Gain Ground Despite Lack of Fanfare

Drive Adds Electronics to Cigaret, Tire Fields as Confidence Expands

WASHINGTON, Feb 17—Although details must be withheld in order to avoid vitiating the program, there has never been a time when personnel of the Federal Trade Commission worked as closely with business men in the fight against false advertising as they do today.

Formerly the commission insisted on litigating the vast majority of its advertising cases, despite warnings that the case-by-case approach was costly and time consuming.

Now the commission's bureau of consultation uses "guides" and "standards" to provide leadership for industry groups which are interested in eliminating bad practices on a "wholesale" basis.

■ In addition, it is settling hundreds of important advertising cases under new, informal procedures which eliminate fuss, and avoid bad publicity for the "honest" offender.

For at least a decade, forward looking members of the commission had argued that the "voluntary" approach should be explored if FTC was to provide real leadership in the fight against misleading advertising.

■ Some progress was made in this direction under the prodding of former Commissioner Lowell Ma-

(Continued on Page 20)

Car Makers Still Coy About Plans for Small Autos

Romney Sees Sales of 'Compact' Cars Hitting 3,000,000 Units by '63

DETROIT, Feb. 23—Interest in new small-car models—which may or may not be brought out by the Big Three auto makers in the near future—was kept rolling today by George Romney, president of American Motors Corp., which already has its own small car tucked safely away in its vest pocket.

Comfortably patting his vest pocket, Mr. Romney in a letter to stockholders confidently predicted sales of small cars—or compact cars as he calls them—would hit 3,000,000 units by 1963.

Crowing a little over this prediction, which is based on the premise that the Big Three will be producing their own compact cars soon, he pointed out that American Motors is in "an unexcelled position to capitalize further on its experience and advantages as this revolutionary market change occurs." He also pointed out that the Big Three will be competing directly with their own bigger cars.

■ Public interest in Big Three-small car talk was aroused early last week when the *New York Times* released a story saying a compact version of the Edsel will be marketed by Ford in 1960 and that a small Ford under $2,000 will appear this fall.

Ford refused to comment on the story and Henry Ford II, president, Thursday wrote to Mercury-Edsel-Lincoln dealers in the following reassuring tone:

"The company has reviewed plans for the 1960 Edsel and has confirmed the date for its announcement of 1960 models as Oct. 29, 1959. The next step has been to review all engineering and styling plans for 1961. We believe the future of the Edsel is excellent and are backing this belief with all resources and talent required."

■ This was no indication as to the probable size of forthcoming Ed-

(Continued on Page 63)

Bekins Van Sets 25% Budget Hike

LOS ANGELES, Feb. 24—The $600,000 advertising budget of Bekins Van & Storage Co. for 1959 represents an increase of 25% over last year, according to Daniel P. Bryant, president.

Advertising will feature "Who-but Bekins," a cartoon character designed to promote "certified service," which is explained as guaranteeing better service through the requirement that employes must graduate from a company-operated training school.

The increased budget will also be used to promote new and expanded services, including long-distance moving, electronics moving and storage of business records, as well as the Bekins international division, industrial packaging division, and business and industrial moving division.

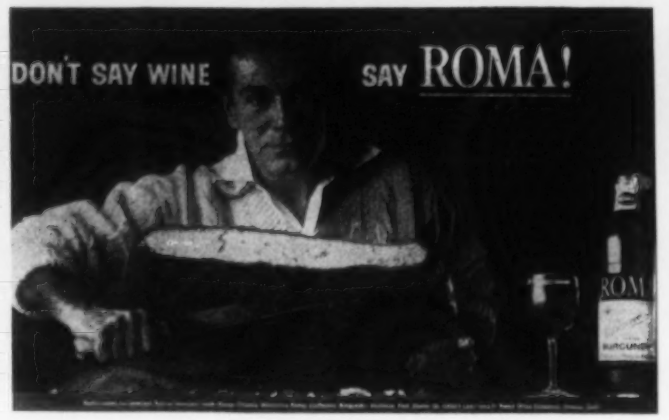
Last year the company split its advertising evenly between tv spots and newspapers. This year, tv will get major emphasis, and a schedule in *Newsweek* has been added. The latter calls for 10 b&w two-thirds page units, starting March 2.

■ Newspaper and tv advertising will run in greater Los Angeles, San Francisco, Oakland, San Diego, Sacramento, Fresno, Phoenix, Tucson, Salt Lake City, Kansas City, Denver, Houston, Dallas and Albuquerque.

The tv spot campaign, starting in March, calls for up to 14 spots per week on 17 stations for about 36 weeks in most markets. The newspaper campaign, to run in metropolitan dailies in eight markets, starts in mid-March and will consist of two insertions per month. Ranging from 500 to 1,000 lines, the newspaper ads will run throughout the year, excluding the summer months. Additional special events ads are also planned.

C. J. LaRoche & Co. is the agency. Arthur White, vp and manager of the agency's West Coast operation, is account executive. #

GRAYSON F. LATHROP *has joined Al Paul Lefton Co., Philadelphia, as vp and account executive. He formerly was a vp of Kenyon & Eckhardt, where he had worked the past 17 years.*



KICK-OFF—*This color spread in the March 21 issue will be the first wine ad carried by The Saturday Evening Post, according to Roma Wine Co., a Schenley Industries subsidiary. The ad will be the focus of a new promotion campaign which includes 25,000 reprints of the ad and tied-in point of purchase materials. Norman, Craig & Kummel, New York, is the agency.*

Institutional Ads Still Deductible; Political Ads Not: Treasury's Scribner

Under Secretary Says Electric Companies Ads Were Political in Nature

WASHINGTON, Feb. 24—Under Secretary of the Treasury Fred C. Scribner Jr. has assured the Tax Executives Institute that ads which seek to cultivate good will or support good causes will continue to be deductible.

Expressing surprise at the amount of uneasiness which exists over the tax status of institutional ads, the Under Secretary insisted the only ads which are likely to be questioned are those "which have to do with the promotion or defeat of legislation."

In contrast to his effort to play down disputes over institutional advertising, Mr. Scribner admitted the Treasury's new policy on co-op ad funds, which became effective early this month, is an innovation.

■ While this decision, requiring manufacturers to pay excise taxes on co-op fund assessments, is still being protested—particularly by appliance manufacturers—the Under Secretary showed no inclination to retreat.

The controversy over institutional advertising came into the open last spring when tax agents questioned a number of campaigns, including ads sponsored by the privately owned electric companies, and Timken Roller Bearing Co.

In addition, advertising groups have displayed concern about changes which the Treasury has

(Continued on Page 62)

'Sim Hates Baked Beans'

Court Won't Enjoin 'Mimic' of Actor in Ads

British Judge Denies Temporary Injunction; Doesn't Rule on Issues

LONDON, Feb. 24—The court of appeal has dismissed with costs an appeal of Alastair Sim, 58-year-old stage and movie star, who complained his distinctive manner of speaking was being impersonated in a television commercial.

Mr. Sim, star of such movies as "Laughter in Paradise," is best known to British and American movie goers by his high bald dome, his sad "bloodhound-type" face and his sepulchral voice.

He appealed against the refusal of Mr. Justice McNair in the lower court to grant him an interlocutory injunction to restrain H. J. Heinz & Co. Ltd. and its agency, Young & Rubicam Ltd., from broadcasting a commentary purporting to be made by him.

Mr. Sim is already suing Heinz and Y&R for libel, malicious false-

(Continued on Page 66)

Georgia Ends Ban on Liquor Ads in Dailies

New Revenue Head Says Former Ruling Violated Press Freedom

ATLANTA, Feb. 24—State Revenue Commissioner Dixon Oxford has rescinded orders restricting newspaper liquor advertising which had been instituted by his predecessor, T. V. Williams.

Mr. Williams had aroused a storm of protest last year (AA, May 26, '58) when he barred all liquor ads in Georgia newspapers having more than one-third of their circulation in dry counties.

■ Mr. Oxford, in rescinding the order, said that it is "ridiculous to single out one or several Georgia newspapers for punitive action, telling them they cannot print advertisements that are being carried in other publications." Mr. Oxford also explained that Mr. Williams' "orders were . . . not promulgated for the reasons given, but were rather an effort to punish certain newspapers for exposing graft and corruption. . ."

He added, "It is my opinion that no public official has the right or the authority, either directly or indirectly, to hinder or restrict newspapers in the exercise of their traditional American prerogative of freedom of the press."

The original orders by Mr. Williams were believed to be aimed principally at the *Atlanta Journal & Constitution.* #

They're Nearing Post for Sixth Running of Mail Pouch Tobacco's Derby Day Contest

NEW YORK, Feb. 24—What used to be "the sport of kings" has become for many people in America "the king of sports." Horse racing is bigtime business. Attendance at thoroughbred racing meets in 1957 (latest available figures) was 28,850,654. This compares with 19,015,819 attendance at baseball games in both major leagues during the same year. During '57 Americans placed $2.2 billion in legal pari-mutuel bets at thoroughbred races, on which various states took a tax bite of $168,031,474.

■ For the past five years it has even been possible to win a thoroughbred colt simply by naming him in the Kentucky Club annual Derby Day contest, sponsored by Mail Pouch Tobacco Co., Wheeling, W. Va.

The now-familiar horse-naming contest goes into full stride next week, when Mail Pouch will make its bid with an all-out drive in 302 newspapers, 11 Sunday supplements, five national magazines, and 11,600 spot commercials on 400 radio stations of CBS, NBC

(Continued on Page 42)

NAG NAMING—*Mail Pouch Tobacco Co., Wheeling, W. Va., will open its sixth annual Derby Day contest March 8. Charles W. Hoyt & Co. is the agency.*

Public Decries Liquor Ad Ban on Radio, TV: WCRB

BOSTON, Feb. 24—Liquor advertising using the broadcast media is not objectionable to the U.S. public, says WCRB, Boston radio station.

The station broadcast a series of appeals for public opinion after it discontinued Nuyens vodka commercials. The agency placing the time for the commercials—Sackel Co.—requested the poll of public reaction.

According to the station, "hundreds of replies were received from listeners, and approximately 80% decried the hypocrisy of radio and tv in refusing to air liquor advertising."

■ The station said the replies are a "sample of public opinion we believe indicative of national thinking."

"The letters showed a surprising indignation at such censorship by the National Assn. of Broadcasters," Theodore Jones, president of the station, said. "Practically all those against such advertising were members of small minority groups. We still feel the whole situation should come up for reappraisal by the National Assn. of Broadcasters."

Nuyens had scheduled a 26-week sponsorship at 11 p.m. and midnight, five nights a week. The contract was canceled midway in the sponsorship to avoid possible expulsion by the NAB (AA, Jan. 12). #

Add Own Creativity to Get Most from Media Merchandising, Agencies Told

Learn Each Station's Capability, Johnson Tells Southwest 4A's

HOUSTON, Feb. 24—Radio and television stations in Texas have many merchandising services available to agencies, the president of the Texas Assn. of Broadcasters told Southwest Council of the American Assn. of Advertising Agencies—but agencies must contribute some creativity to get the most out of the services.

Al Johnson, of KENS-TV, San Antonio, president of the Texas Assn. of Broadcasters, was one of three media representatives who discussed "How media can assist the advertising agency in the Southwest," at the meeting last weekend. More than 100 members of the Southwest Council attended the three-day convention.

■ Agencies should get to know the representatives of the individual stations upon a personal basis, Mr. Johnson recommended. In this fashion they will learn the capabilities of each station to do a job for the advertiser, and also the limitations. This, he said, is preferable to relying upon general information put out by stations or their out-of-town representatives.

Many stations offer a variety of merchandising services to add to the job that the agency can do for the advertiser, Mr. Johnson pointed out—but he asserted that the agency should contribute its creativity, to get the most out of these services.

■ For the past three years, a field contact staff has been meeting with brokers, and regional and divisional managers of national companies to discuss what outdoor

(Continued on Page 95)

Teamsters Union Sues Industrial Publications in 'Libel'

CHICAGO, Feb. 24—The local Teamsters Union has filed a $500,000 libel suit in superior court against Industrial Publications Inc. and its officers.

The union claims that it was libeled in the January issue of *Building Supply News* in an editorial written by Jack Parshall, executive editor. The editorial blasted union tactics that were allegedly used in a strike against the Aetna Plywood & Veneer Co.

Industrial Publications Inc. declined to comment on the union's suit other than to say that the suit was in its lawyers' hands and would be contested. #

'Total Sell' to Aid Auto, Food, Appliance, Health-Beauty, Other Fields, Lipscomb Says

HOUSTON, Feb. 24—When an advertiser runs an ad in the newspaper, "something always happens," said a self-styled "peddler" for newspapers, Charles T. Lipscomb Jr.—and this, he said, cannot always be said for other media.

Mr. Lipscomb, president of the Bureau of Advertising of the American Newspaper Publishers Assn., addressed more than 100 advertisers and media officials at a BofA slide presentation luncheon.

The current "total selling" campaign by the newspapers, said Mr. Lipscomb, "aims to put promotional excitement into the medium.

"We're the greatest communications medium of ideas. We tie in the marketing pattern and objectives of the manufacturer with the wholesaler, jobber, retailer and right on down to the customer," he said.

Mr. Lipscomb described four newspaper "total selling" events which will happen during 1959 as "extras" which the newspaper industry plans to give to the four biggest users of newspaper advertising.

• During the second and third weeks of April some 500 to 600 newspapers will take part in an auto campaign which Mr. Lipscomb characterized as aimed at correcting the "public's diminishing sense of pride in the ownership of a car during the last couple of years—the loss in importance of the auto in their lives."

• About 1,000 newspapers, representing 80% of the daily circulations in the nation, will take part in a campaign to aid the food industry during the second and third weeks of September.

"This campaign is aimed at correcting the impression that many people have about the food industry," Mr. Lipscomb said. "They think the food industry is so big, so cold, that it's not thinking about the housewife.

"Every newspaper lives closely with the food retailer—92% of the $500,000,000 spent in local food advertising went into newspapers, as well as about one-fourth of the $600,000,000 spent in the medium by national advertisers," he said.

"The newspapers will seek to help the food manufacturers with efforts centered around the theme, 'Better meals build better families,' and will also give promotional assistance at the point of sale."

• The other two two-week major campaigns are planned to help manufacturers of appliances and of health and beauty aids to correct public misconceptions about their industries, Lipscomb said.

Similar campaigns also are planned to give "extras" to other industries besides the biggest four among advertisers, Mr. Lipscomb pointed out—an outdoor-living campaign by newspapers during July, for example, and assistance in back-to-school selling in August. #

Fort Lauderdale Rubs It in, Beaming IDs at Chilly Yankees

FORT LAUDERDALE, Feb. 25—Chilled residents of about 10 northern cities got daily reports on this Florida community's pleasant temperatures during the middle two weeks of February, thanks to a radio spot campaign by the First National Bank of Fort Lauderdale. The bank wired the temperature daily to the stations for the eight-second IDs, "courtesy of First National Bank of Fort Lauderdale."

This is the first time a Florida business has used a spot radio campaign for tourist business in this manner, according to CBS Radio Spot Sales, which handled the IDs in Boston, Philadelphia and Chicago. Other markets included New York, Syracuse, Buffalo, Cincinnati, Louisville, Detroit and Cleveland. The campaign, through Gil Sayward Associates, Fort Lauderdale, reportedly cost $3,000. #

KRAFT DESSERTS—*This page ad is part of a six-page insert now running in three restaurant trade magazines for Kraft Foods gelatins, puddings and pie fillings, which Kraft sells only to the institutional field.*

Kraft Uses Insert to Push Line of Institutional Desserts

CHICAGO, Feb. 24—Kraft Foods Co. is promoting its line of gelatin desserts, puddings and pie fillings for institutional use in a six-page Lenten insert in February issues of *American Restaurant, Chain Store Age* (restaurant-fountain edition) and *Restaurant Management.*

Kraft has been marketing six flavors of gelatin desserts and four flavors of puddings and pie fillings to the restaurant and institutions fields for the past year. The company told ADVERTISING AGE that it has no plans to sell the products to consumers.

In addition to the three publications carrying the insert, Kraft also has advertised the desserts in *Club Management, Fast Food, Hospitals, Hotel Management, Inplant Food Management* and *Volume Feeding.* J. Walter Thompson Co. is the Kraft agency.

■ Kraft also used the insert as a direct mail piece, sending it to some 300 restaurant association executives throughout the U.S. The mailing also included a package of Kraft sliced cheese and two cans of unbranded tuna fish. #

Dailies' Auto Linage Off 24% in January; Total Lines Dip 1.8%

NEW YORK, Feb. 25—Newspaper linage for January was 193,524,738 lines, off 1.8% from 197,122,809 lines reported for January, '58, according to a Media Records check of newspapers in 52 cities.

Biggest loss was in the automotive category, with 8,853,041 lines, down 24.5% from 11,732,501 lines reported in January, '58.

General advertising in January was 22,058,087 lines, off 5.9% from linage in that category in the same period last year.

Losses were reported also for retail advertising, down 1.7%, and and total display, off 4%.

Gains were reported in the financial and classified advertising categories. Financial linage was 5,720,513 lines, up 1.4% from January last year. Classified advertising in January, at 51,738,220 lines, was up 4.8% from January, '58. #

Bankruptcy Petition Filed

Modern Consumer Publications, New York, publisher of *Today's Living*, a quarterly consumer publication with a controlled circulation of 527,002, has filed a voluntary petition of bankruptcy. Liabilities were listed at $52,364.

'We're Looking for a Merger' . . .

Record 150 Agencies Merge in 1958; Overshadow 100 New Agencies

Agency Failures Drop to 36, with Liabilities Less than $857,000

NEW YORK, Feb. 25—There were more agencies merged than born in 1958.

Last year roughly 100 new advertising agencies were formed across the country, according to the files of ADVERTISING AGE. But about 150 agencies consummated mergers, affiliations, and other legal activities resulting in one organization where formerly there were two or more, for a total of approximately 75 consolidations.

While these statistics cannot be accepted as proof positive, it is probable that never before in the history of modern advertising has there been such evidence of gigantism on the march in the ad business.

■ The desire for strength in unity—the urge to merge—appears to be replacing the tradition of the individual entrepreneur who built his agency with his own strong back and sharp creative brain. It is perhaps best typified by one agency which was established last December and, while less than one week old, baldly announced: "We're looking for a merger."

The 75 or so mergers of 1958 set an all-time record in both numbers and magnitude, compared with about 50 mergers in 1957, 38 in 1956 and 50 in 1955. While no individual merger approached in size that of Ruthrauff & Ryan and Erwin, Wasey & Co. two years ago to form a $70,000,000 combine, the sheer weight of numbers reverberated throughout the advertising world. AA explored this merger-mania in depth at the end of the year (AA, Dec. 22) and in the rundown which follows this story they will be touched on only briefly.

■ The 1958 bankruptcy picture showed considerable improvement over 1957, Dun & Bradstreet figures indicate. Tabulations by the credit house showed 36 agency

(Continued on Page 54)

Denver Ad Club Launches Own Truth in Advertising Drive

DENVER, Feb. 24—The Advertising Club of Denver is launching a three-month campaign directed at both advertisers and consumers to "bring more truth into present-day advertising" and "acquaint consumers with the benefits of sound advertising."

Plans include spreading the gospel of good advertising via newspapers, radio and tv. The campaign was launched at the beginning of February through the club's advertising improvement committee, headed by Ted Gomolak.

Newspapers are being encouraged to use two ads: "Don't run your business on fish stories" and "Patronize the advertiser who gives you truth and facts." Radio and tv stations are also being asked to carry the theme via personal interviews with advertising professionals, business men and educators.

■ At the same time the club launched its campaign, a contest among students of the Colorado Art Institute, based on the "Truth in Advertising" theme, was begun by Nita Rudduck Advertising.

Al Ross, president of the club, said, "It is a primary responsibility of the Advertising Club of Denver to sponsor a strong advertising and publicity program on truth in advertising. We shall endeavor to show business men that the quickest way to lose customers is through exaggerations and misrepresentations. Good advertising creates public confidence and a sound, lasting business." #

PUBLIC SERVICE—*The Denver adclub is releasing this ad, directed to business men, and another ad, for consumers, to Colorado newspapers as part of a "Truth in advertising" campaign. The ads were produced by Ted Gomolak, of the American Sheep Producers Council.*

'Regarded as Silly'? . . .

Volkswagen Ads to Hit $1,000,000

Importer 'Happy' over U.S. Small Car Prospect; to Name Agency in May

NEW YORK, Feb. 25—Volkswagen said today:

• 1. It sold 102,000 vehicles in the U. S. market in 1958.

• 2. It plans to sell 112,000 in 1959.

• 3. It is not worried about competition from small cars made by U. S. manufacturers.

• 4. It will soon be spending $1,000,000 a year on advertising and promotion in the U.S.

This report was given to newspaper men by Manuel Hinke, worldwide export manager of Volkswagen Werke, Wolfsburg, Germany, who has just completed an eight-week tour of the U.S.

Making the tour with him was Dr. C. H. Hahn, Austrian economist who is taking over as the new head of Volkswagen of America Inc., the factory subsidiary here.

The Bolivian-born Herr Hinke was in an optimistic frame of mind—and why not? He and Herr Hahn reeled off figures which made up a story like this:

■ Volkswagen production has risen from 180,000 in 1953 to 556,000 in 1958; output is expected to reach 650,000 in 1959. The company exports between 55% and 57% of its output, with the U.S. market taking about 25% of exports.

VWs are marketed in 120 countries; Volkswagen has become the No. 1 seller in such countries as the Netherlands, Belgium, Sweden

(Continued on Page 63)

Swann Moves to W&L but Not to Seagram Account

NEW YORK, Feb. 26—Erwin D. Swann, who joined L. H. Hartman Co. a year ago as exec vp, and who was understood to have had an agreement at the agency to purchase a stock interest, has resigned. He will join Warwick & Legler April 7 as a vp and member of the accounts management committee.

Mr. Swann formerly was a vp and advertising director of Schenley Distillers and is considered an authority on liquor advertising. Hartman recently lost Black & White scotch, one of its oldest and largest accounts, to Compton Advertising (AA, Jan. 19).

In the absence of both Messrs. Hartman and Swann it could not be learned who would succeed the latter as exec vp at Hartman.

■ At Warwick & Legler it was said that Mr. Swann would not work on the Joseph E. Seagram & Sons account, which includes Seagram's 7 Crown and institutional advertising. This is causing considerable surprise in both advertising and liquor circles, because Jack Kaduson is leaving W&L as a vp to join Seagram (AA, Feb. 23), and Mr. Swann worked with Robert Bragarnick, Seagram's marketing vp, when both were at the Biow Co. several years ago. #

Strikes Hit Seven Daily Newspapers in Four Cities

The three dailies in Columbus, O.—the *Dispatch*, *Citizen* and the *State Journal*—have suspended publication following a strike by pressmen Feb. 26. Negotiations for a contract were broken off by the Columbus pressmen's local Nov. 19 after the union's scale committee rejected every offer made.

Management and stereotypers of the *San Jose Mercury* and *News* are still deadlocked in wage-hour negotiations in a strike which has suspended publication of both newspapers since Feb. 14.

The *St. Louis Globe-Democrat* has not published since Feb. 22 after more than 300 employes went on strike in a dispute over a pension plan. Stereotypers and printers are on strike at the *Jacksonville Journal*, but the newspaper has been publishing.

Y&R Boosts Maynard, Holbrook

Thomas R. Maynard Jr. has been appointed director of media relations and planning in the Detroit office of Young & Rubicam. He succeeds Rodney C. Holbrook, who is being advanced and transferred to a post of media supervisor in the agency's New York office. Mr. Maynard has been with Y&R in Detroit since 1947 in media and contact work.

Highlights of This Week's Issue

New tax regulations on deductibility of controversial advertising may be in the offing, with Supreme Court decision giving all-out approval to the Treasury's policy of disallowing ads for "lobbying," etc ..... **Page 1**

House of Lords scotch will introduce women into its advertising in a new campaign starting March 28 ..... **Page 1**

J. Walter Thompson's "mission" to raise the living standards of people through advertising is a globe-girdling operation, outlined in three articles beginning this week ..... **Page 1**

Federal Trade Commission finds its use of "guides" and "standards" for ads in cooperation with industry groups,—and new, informal discussion procedures with offenders is working out ..... **Page 2**

Bekins Van & Storage Co. boosts its advertising budget for 1959 25% over last year to hit a total of $600,000. The new campaign will feature Whobut Bekins, a cartoon character designed to promote "certified service" ..... **Page 2**

The tax status of institutional advertising still remains the same, but political advertising is not deductible, Under Secretary of the Treasury Fred C. Scribner Jr. tells Tax Executives Institute ..... **Page 2**

Restriction of newspaper liquor advertising in Georgia has been rescinded by State Revenue Commissioner Dixon Oxford ..... **Page 2**

Mail Pouch Tobacco Co. launches its sixth annual Kentucky Club Derby Day contest, in which an entrant can win a colt by naming it ..... **Page 2**

Agencies must contribute some creativity to get the most out of the many merchandising services offered by radio and television stations, Al Johnson, president of KENS-TV, San Antonio, says ..... **Page 3**

Athough 100 new agencies were born in 1958, this was overshadowed by record mergers of 150 agencies during the year ..... **Page 3**

The Advertising Club of Denver launches a "truth in advertising" campaign directed at both business men and consumers ..... **Page 3**

Volkswagen looks forward to another good year in 1959—with sales of vehicles expected to hit 112,000—and plans to spend $1,000,000 a year in advertising in the U.S. ..... **Page 3**

Kraft Foods promotes its line of gelatin desserts, puddings and pie fillings for institutional use in a six-page Lenten insert in February trade publications ..... **Page 3**

Sen. Richard Neuberger gives firm "no" to proposal that he sponsor dry-inspired bill to make liquor advertising non-deductible as a business expense ..... **Page 6**

Simpson Timber Co. will use eight national business publications to distribute a four-color multi-page insert six times apiece in the course of this year ..... **Page 10**

A Chicago home builder has combined a design idea and a merchandising technique to provide homes he believes will tap a major urban housing market ..... **Page 24**

Space salesmen should help agency account executives sell advertising to the client, Tyson's Morrison tells Chicago tf club ..... **Page 29**

Teen-age girls—efficiency minded, game for new ideas, eager to provide the best and 8,500,000 strong—are introduced as a fast-growing $3,000,000 market to food canners at National Canner's Convention ..... **Page 30**

There is a "substantial movement" favoring censorship of mass media gaining ground in this country, Fund for the Republic study says ..... **Page 40**

Probe of British tv "Twenty-One" confirms accusations of rigging ..... **Page 44**

The circulation of U. S. dailies dipped 225,000 in 1958, N. W. Ayer & Son's "Directory of Newspapers & Periodicals" reveals ..... **Page 49**

Peters, Griffin, Woodward will seek the representation of "compulsory pay tv" if and when it thrives, Lloyd Griffin says ..... **Page 64**

Lack of advertising money is reason television—the last to feel drop in advertising expenditures last year—is the last to feel the pickup, Robert W. Sarnoff, NBC board chairman, says ..... **Page 75**

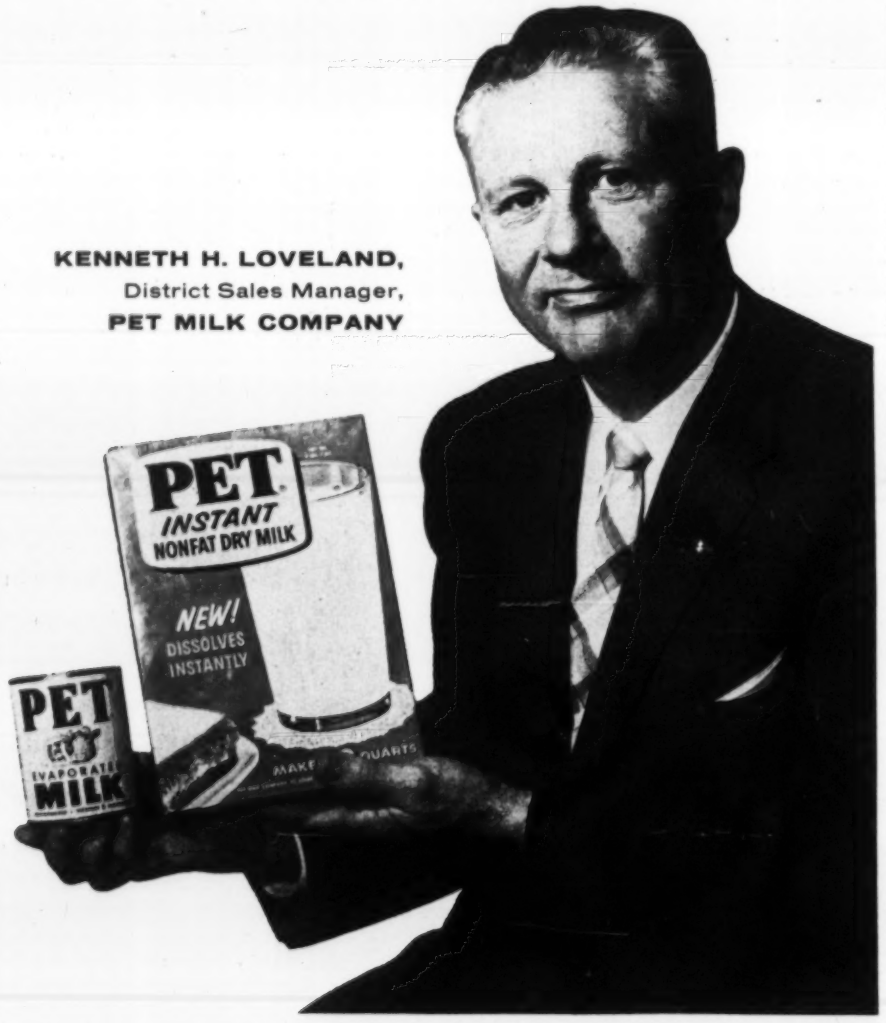
Advertising writers should not turn to fiction in presenting situations in which they would like us to project ourselves, the Creative Man says ..... **Page 78**

REGULAR FEATURES

Advertising Market Place	94
Agencies Ask Us	80
Along the Media Path	72
Art Director's Viewpoint	84
Coming Conventions	69
Creative Man's Corner	78
Drawthinks	84
Editorials	14
Employe Communications	82
Farm Magazine Linage	88
Getting Personal	18
Information for Advertisers	46
Learning from the Retail Ads	80
Looking at Radio & TV	82
Obituaries	26, 38, 48
On the Merchandising Front	78
Peeled Eye Department	82
Photographic Review	60
Production Tips	78
Rough Proofs	14
Salesense in Advertising	77
This Week in Washington	6
Voice of the Advertiser	86
What They're Saying	14

Distributor Names William

Ward William & Co., Union, N.J., has been named to handle promotion for Rohde & Schwarz Sales Co., which will introduce to U.S. markets communications equipment made by Rohde & Schwarz, Germany.



KENNETH H. LOVELAND,
District Sales Manager,
PET MILK COMPANY

"Only localized promotions are effective in the Puget Sound area"

"The only shots that count are those that hit the target. And you can't score a sales 'bulls-eye' in the Puget Sound country unless the prosperous Tacoma market receives its rightful attention."

Mr. Loveland continues, "We realize that newspapers published outside the Tacoma area do not adequately reach the thousands of able-to-buy people living there. Therefore, to get the *localized* coverage we need in the important Tacoma market, we run Pet milk advertising in the Tacoma News Tribune."

TACOMA NEWS TRIBUNE
TACOMA, WASHINGTON
Circulation more than 83,000
Represented by SAWYER-FERGUSON-WALKER COMPANY, Inc.
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

YOU CAN'T COVER NORTH CAROLINA WITHOUT THE WINSTON-SALEM JOURNAL AND SENTINEL

1958 WAS A BIG YEAR IN WINSTON-SALEM

- PAYROLL UP 6 MILLION over '57 . . . to an all-time high of $248,146,019
- CONSTRUCTION UP 28% over '57 in Winston-Salem city zone
- 30 MILLION DOLLARS IN BUSINESS EXPANSION either announced, started, or completed in '58

YES, PEOPLE MADE MORE, BOUGHT MORE AND SOLD MORE IN WINSTON-SALEM IN '58

CIRCULATION NOW 102,931
Pub. statement ending Sept. 30, '58

JOURNAL, MORNING . SENTINEL, EVENING . REP. KELLY-SMITH COMPANY

Four little words for bigger sales in 1959

BUY THE BIG ONE

The biggest thing in print
12,873,378 families every week

This Week
MAGAZINE

This Week In Washington . . .

Sen. Neuberger Says 'No' on Plan to Deny Tax Break for Liquor Ads

By Stanley E. Cohen
Washington Editor

WASHINGTON, Feb. 26—Sen. Richard Neuberger (D., Ore.) has little use for the liquor industry. But you can count him out when it comes to punitive legislation monkeying with the tax deductibility of liquor advertising.

The senator's concern with excessive drinking has been voiced frequently in the past. Last year he created something of an uproar by sponsoring a bill to give federal subsidies to states which set up special educational programs to teach children about the evils of "drink and narcotics."

So it was hardly surprising that temperance groups regarded him as a likely prospect when they came up with a new gimmick this year to make life uncomfortable for liquor advertisers (AA, Feb. 2). As proposed to the senator by William Playmat, president of Preferred Risk Insurance Co.—which deals only with abstainers—the plan simply involved a tax law change so that liquor ads would not be regarded as a necessary business expense.

From the Drys' standpoint it makes sense, because they object to a situation where—as they see it—the government subsidizes advertising activity of the liquor companies. But from the start, Sen. Neuberger had misgivings about a move which uses tax penalties to deal with social and economic problems. He looked into it, and came up with a definite "No."

Any senator want to be second choice?

4A's Invites Rep. Wilson

Rep. Bob Wilson (R., Cal.), the personable young agency man who had so much good advice to offer at the Advertising Federation of America's mid-winter conference here early this month (AA, Feb. 16), apparently made a hit. After six years in Congress, he has finally been discovered by the advertising industry, and now has been invited to be on the program when the American Assn. of Advertising Agencies meets at the Greenbrier in April.

As agencies go, he says, his company—Champ, Wilson & Slocum, San Diego—is hardly in a league with some of the agencies represented at the head table at AFA's Washington meeting. On the other hand, in Congress Bob Wilson is a "wheel"—leader among the young House members advancing the fortunes of Vice-President Richard Nixon, and House Minority Leader Charles Halleck (R., Ind.). When he tells AFA and the Four A's what advertising needs in the way of Washington representation, it comes from the heart.

Alaska Causes Statistical Fuss

Government statisticians have a nice problem: What to do about Alaska?

For more than 40 years, statistics for the U.S. involved 48 states. Now there are 49 states, so new figures for the U.S. are on a somewhat different statistical base than all the statistics which have been published in recent years.

Federal Deposit Insurance Corp., one of the first to face the problem, has decided that it is going to re-label its tables. Instead of "Continental U.S." (which formerly meant the 48 states and the District of Columbia—but not Alaska), it will use the designation "States and the District of Columbia," so there can be no doubt that Alaska is now counted in.

Nice thing about this plan is that it will still be valid when Hawaii finally makes the grade—except, of course, the base changes once again.

No Postal Rate Rider

The House ways and means committee threw cold water on an Administration trial balloon proposing to put over the 5¢ letter as an amendment on the insurance company tax bill. Democrats used a similar gimmick to raise letter rates from 2¢ to 3¢ 20 years ago, when the House post office committee was refusing to budge. Now, however, the Democratic leadership in the House looks down its nose at this kind of an approach.

Having raised postal rates last year, the post office and civil service committee has all but announced that the White House is wasting its time offering plans for more rate hikes in 1959. The House Democratic leadership shares these sentiments.

P.O. 'Service' Criterion Hit

A torrid fight is under way in the House appropriations committee in the face of reports that an effort will be made to cut the public service provision in the postal rate formula which was approved by Congress last year.

Under this formula, Congress is supposed to appropriate funds to cover a number of specified public welfare activities of the Post Office, such as mail for the blind, or special discounts to preferred groups of non-profit mailers.

In accordance with the plan, President Eisenhower estimated in his new budget that $172,000,000 represents public welfare costs which should be paid by Congress so that they would not be lumped into the costs charged to mail users.

Postmaster General Arthur Summerfield is supposed to defend the President's request. But there have been reports that his "defense" has been considerably less than spirited. If the appropriations committee scraps the public service appropriation, the department's "deficit" would once again take on impressive proportions.

Contest Gyps Win Jail Terms

Postal inspectors have caught up with a pair of creatively-minded Lynn, Mass., individuals who thought they had a foolproof scheme for stacking a newspaper puzzle contest in their favor.

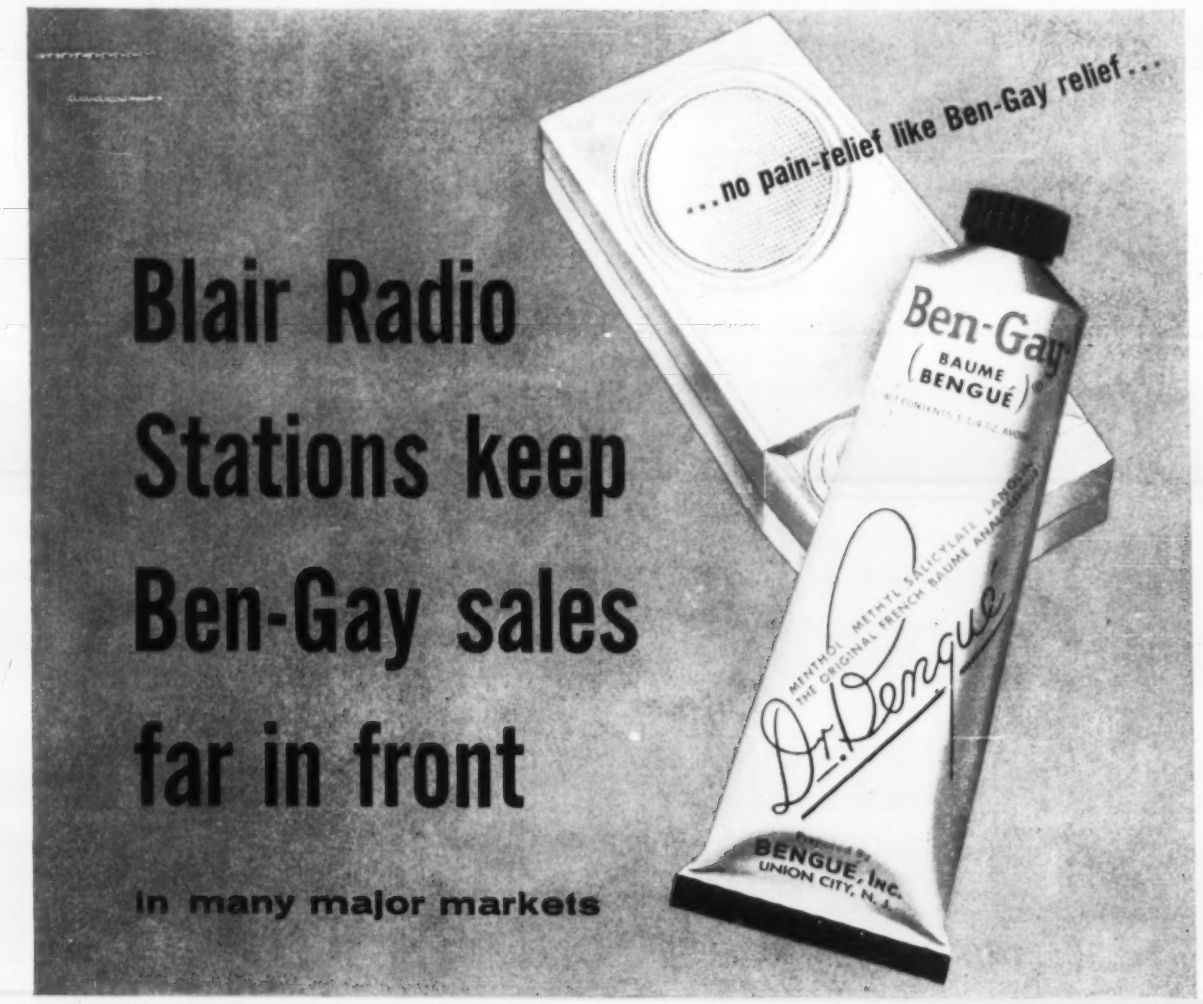
They simply mailed envelopes to themselves in advance of the contest deadline, to obtain the correct postmark. Upon hearing the correct solution after the deadline, they removed the original lightly-pasted label and readdressed the envelopes to the contest editor.

Somehow they were able to scale the envelopes into the post office workroom floor for reworking without a new postmark. But their plan did not include provision for escaping the six-month jail sentences which resulted when inspectors caught up with them.

Giant Isn't Packer: FTC

The Federal Trade Commission has decided that Giant Food Shopping Center, Washington supermarket chain, can't escape its jurisdiction by buying 100 shares of Armour & Co. stock.

FTC said that Congress recently plugged the Stockyards Act loophole so that food retailers can't claim to be packers. In any event, FTC said, the purchase of 100 shares out of Armour's 4,677,410.5 shares, was such an "infinitesimal" transaction that the examiner shouldn't have respected it even in the absence of the 1958 legislation. #



In the drug field, few products can match Ben-Gay's record of service to several generations.

And in marketing methods, no product is more modern. For in America's major markets, Ben-Gay uses the tremendous selling-power of Spot Radio—*and Spot Radio exclusively* — to maintain its position of leadership.

In many of these major markets, Blair Stations have carried a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have developed and intensified the elements that give radio its real selling power:

1. *Local interest programming*, which serves listeners throughout the station's own area in a personal way no distant program source can duplicate.
2. *Local selling personalities*, who speak the language of the area they serve, and endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major markets are represented by John Blair & Company — by far the most important group of markets and stations served by one representative firm.

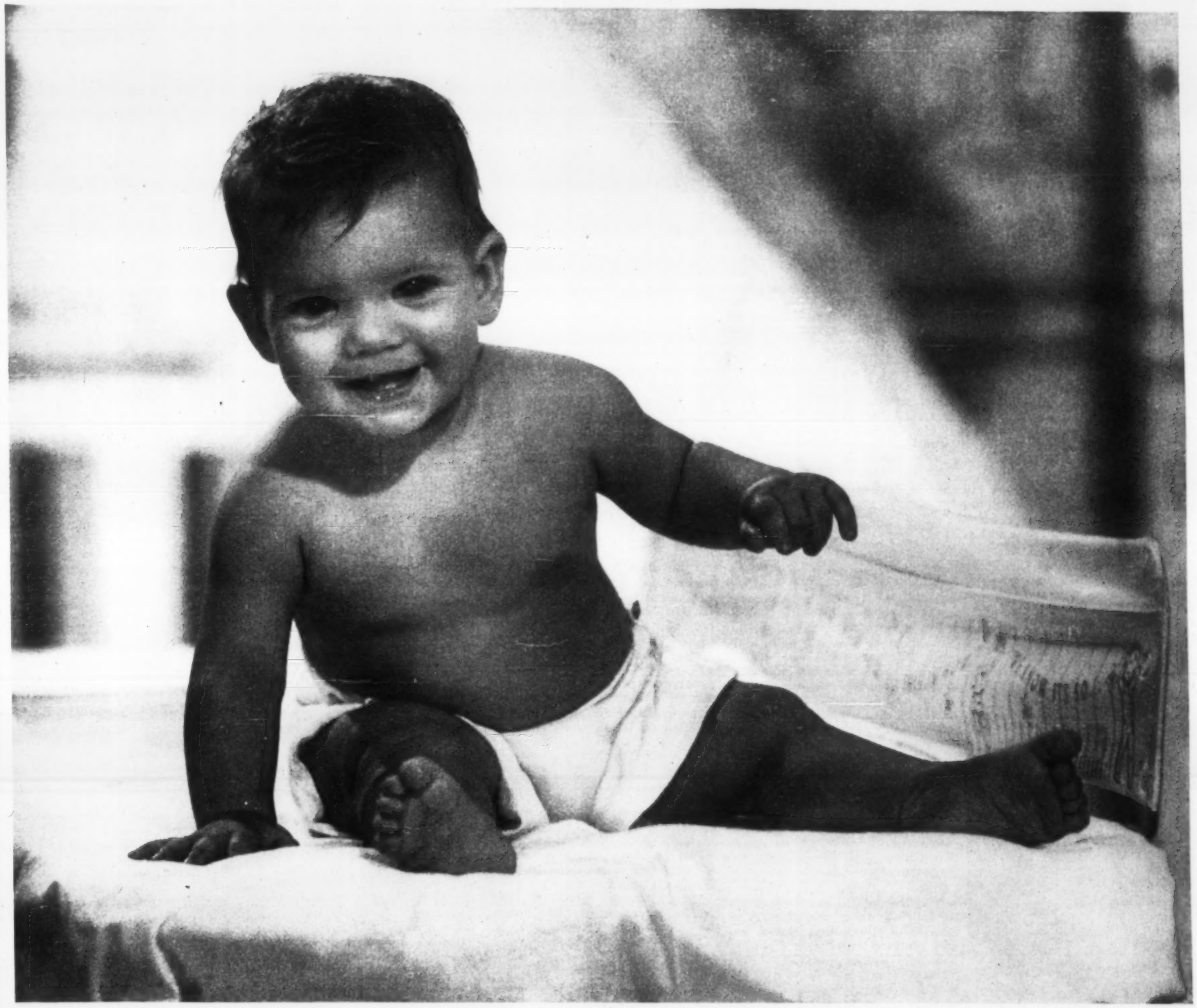
So when you're thinking about radio, as most advertisers are, talk with your Blair man. In many of your best markets, he represents the stations that sell.

John Blair and Company

National Representative for Major Market Stations:

New York	WABC	Washington	WWDC	Miami	WQAM	Tampa-St. Petersburg	WFLA
Chicago	WLS	Baltimore	WFBR	Kansas City	WHB	Albany-Schenectady-Troy	WTRY
Los Angeles	KFWB	Dallas-Ft. Worth	KLIF-KFJZ	New Orleans	WDSU	Memphis	WMC
Philadelphia	WFIL	Minneapolis-St. Paul	WDGY	Portland, Ore.	KGW	Phoenix	KOY
Detroit	WXYZ	Houston	KILT	Denver	KTLN	Omaha	WOW
Boston	WHDH	Seattle-Tacoma	KING	Norfolk-Portsmouth-Newport News	WGH	Jacksonville	WMBR
San Francisco	KGO	Providence-Fall River-New Bedford	WPRO	Louisville	WAKY	Oklahoma City	KOMA
Pittsburgh	WWSW	Cincinnati	WCPO	Indianapolis	WIBC	Syracuse	WNDR
St. Louis	KXOK			Columbus	WBNS	Nashville	WSM
				San Antonio	KTSA	Knoxville	WNOX

Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Boise	KIDO
Bismarck	KFYR



PHOTOGRAPHED IN THE GOOD HOUSEKEEPING CHILDREN'S CENTER

Wash and Wear began with me

You hear more exciting things about this Wash and Wear business every day. I'm an original customer, so I know.

My family doesn't wear the casual styles that I prefer, but I hear them talking about clothes a lot. Especially Mom, who pretty much decides what we all will wear.

Mom read about the standards Good Housekeeping set up to help dispel consumer confusion. She says that the money-back Guaranty Seal means just what it says, and she looks for it when she buys.

You're not alone, Pop told her one night, because this ad in *Women's Wear* says 40,930,000 women are influenced by the Seal when they buy. Maybe, he said, women believe in it because Good Housekeeping's Textile Laboratory has just completed 24,164 tests on Wash and Wear.

Well, said Mom, I'm looking forward to their April issue because they are going to have more important news about Wash and Wear, and with prices the way they are I can't afford to make a mistake.

Hooray, said Pop, and kissed her.

They seemed so happy I didn't holler that it was time again to change my personal Wash and Wear.

Good Housekeeping
A HEARST MAGAZINE
Creates A Climate of Confidence for Your Advertising

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

THIS IS A Good Housekeeping
WASH AND WEAR FABRIC
Guaranteed by Good Housekeeping
MACHINE WASHABLE — MACHINE DRYABLE
IN ACCORDANCE WITH GOOD HOUSEKEEPING STANDARDS
Brand Name
UNAUTHORIZED USE OF THIS SEAL PROHIBITED

Who Is She? . . .

New Calvert Ad Motif: Lady of Distinction

Distiller Alters Gender in Renewing Drive That Was Famed for 12 Years

NEW YORK, Feb. 25—Calvert Distillers Co., a member of the House of Seagram, will launch a Lady of Distinction campaign for its Lord Calvert blended whisky, starting March 9 in about 50 or 60 newspapers and in the March 13 issue of *Life*.

Ogilvy, Benson & Mather is the agency.

The Lady of Distinction campaign is expected to be patterned after the highly successful Lord Calvert Man of Distinction campaign, which ran from 1945 through 1956.

The first Lady of Distinction, however, remains unidentified. The headline of the new series is: "And now—a Lady of Distinction . . . Presented by Lord Calvert, of course."

■ The original Man of Distinction campaign, launched tentatively in 1942, featured between 75 and 80 celebrities. Calvert reportedly spent close to $11,000,000 on the campaign over its 12-year run. It is generally regarded in the liquor industry as the most famous and one of the most successful advertising campaigns undertaken by a distiller.

DISTINCTIVE LADY—*Calvert Distillers Co., which ran its famous Man of Distinction campaign for Lord Calvert blended whisky between 1945-1956, will start a Lady of Distinction drive March 9 in 50 to 60 newspapers and in the March 13 Life. Ogilvy, Benson & Mather is the agency.*

The original agency that handled it was Geyer Advertising (now Geyer, Morey, Madden & Ballard).

During its first couple of years models were used. W. W. Wachtel, then president of Calvert, who is credited with originating the idea of the campaign, associating a brand with the type of people he wanted to reach, was kidded by *The New Yorker* and by several newspaper men because some of the models used in the Calvert ads were alleged to be the same ones who modeled long underwear for another advertiser.

■ Mr. Wachtel then went out and got celebrities. Some of these included Arthur Fiedler, symphonic conductor; Stuart Cloete, author; Floyd Davis, illustrator; Danton Walker, columnist on the *New York News*; the late Sir Hurbert Wilkins, explorer; Adolphe Menjou, movie actor; Paul Lukas and Ralph Bellamy, actors; Robert L. Smith, editor-publisher of the *Los Angeles News*; Erskine Caldwell, novelist; Alex Lewyt, president of Lewyt Corp.; Alexander Calder, president (now chairman) of Union Bag & Paper Co., and many others.

Calvert gave $300 to the favorite charity of each man of distinction. About ten ads a year were used. Indorsements Inc. secured some of the celebrities. Most of them were photographed in the studio of Sarra or Karsh. Others, however, had to be photographed in California or Florida, in their homes or offices.

■ Several caused a great deal of trouble. Each celebrity was supposed to be shown the proof of the picture to be used.

In one case, the celebrity had insisted on having a "smiling" picture. When it was developed, the picture seemed to the subject to be a distortion that made him appear to be leering, with a revolting expression. The picture had been shown to him as a matter of formality, had already been plated and the press run started.

He objected violently; called the board chairman of Seagram in Montreal; threatened suit. He raised such a rumpus that the presses were stopped and an expert retoucher was called in to retool the engraving so the objectionable leer became an inoffensive smile. The cost of that ad was staggering. Thereafter, no photo was plated until the subject had signed an okay.

■ The Man of Distinction was essentially a magazine campaign. The list of publications varied but was centered chiefly in *Collier's, Esquire, Newsweek, The New Yorker, Time*, and *U.S. News & World Report*. About 250 newspapers, however, also were used at the height of the campaign.

The success of the campaign was pronounced. From a relatively unknown brand in 1942, Lord Calvert zoomed to the largest selling brand in its price class in 1947.

The ads were dropped in 1956, because the company and its agency felt that its appeal had been exhausted and that a fresh advertising approach was needed. #

HOUSE OF LADIES?—*Glenmore Distillers Co., importer of House of Lords scotch whisky, will show women in a new campaign to break March 28 in Time and The New Yorker and in newspapers in Chicago, Los Angeles and New York. D'Arcy Advertising Co. is the agency.*

Glenmore Aims Ads at Women; They Buy for Family: Bondurant

(*Continued from Page* 1)

tucky Tavern bourbon."

"Prohibition set the industry back 60 years," he added. "It is only now, in 1959, that we are able to face the fact that a woman's picture used tastefully in a liquor ad is reasonable."

Surveys show, he said, that women include liquor purchases as part of their shopping chores.

"We owe it to women to make our advertising more appealing to them, especially for the light type of whiskies they enjoy," he said.

In the forthcoming House of Lords ads, Mr. Bondurant said, the woman is pictured without a glass in her hand, but the glass is in evidence on a coffee table.

The series, he said, is not aimed at increasing whisky consumption by women, but at attracting women shoppers, who, more and more, choose the brand for the household, Mr. Bondurant said. #

Portland Dailies Drop Contests Hurt by 'Tipster' Dope

PORTLAND, ORE., Feb. 25—The two daily newspapers here—the *Journal* and the *Oregonian*—unceremoniously dumped their cash-paying crossword puzzle contests and called in the FBI this week when evidence of hugger-mugger came to light.

The *Journal* disclosed that it had discovered that a "ring" of contest puzzle tipsters operating out of Detroit was mulcting newspapers all around the nation. The *Oregonian* reported it too was being exploited in its contest.

The *Journal* gets its puzzles from Superior Features Syndicate in New York. It said Superior is a reputable agency and that no one has been able to determine how the answers were leaked.

Andre L'Eveque, president of Superior, said that extraordinary measures are taken to protect the answers. Only two people in his office, himself and his wife, know the answers. The answers are mailed in an envelope within an envelope to a bank, and the bank turns the envelopes over to the newspapers at a chosen date. He says he has no subscriber newspapers anywhere in Michigan. #

New Princess Dial Is Tested in Denver

(*Picture on Page* 1)

CHICAGO, Feb. 26—Armour & Co. is marketing Princess Dial, a new cosmetic beauty soap, in Denver.

The new soap is being promoted with one-minute tv spots on two Denver stations, and by spots on all of the network tv shows sponsored by Armour, with the ads being shown only in Denver. Print advertising will start March 1 with a page ad in the magazine section of the *Denver Post*.

Princess Dial advertising is directed strongly to women for use as a complexion soap. The soap comes in pink and aqua colors and only in the complexion size. It is packaged in aluminum foil wrappers of the same colors as the soap. It will sell for slightly more than regular Dial soap.

Foote, Cone & Belding, Chicago, is handling the campaign. #

Gerry Joins General PR

Roberta Gerry, formerly associate editor of *Printers' Ink*, has joined General Public Relations, pr subsidiary of Benton & Bowles.

Black Label Beer Names Guild, Bascom as Regional Agency

CLEVELAND, Feb. 26—Carling Brewing Co. has appointed Guild, Bascom & Bonfigli, San Francisco and Seattle, to handle advertising for Black Label beer in Washington, Oregon and Idaho.

Carling also announced that GB&B will continue to handle the advertising of Heidelberg Brewing Co., Tacoma, Wash., which Carling purchased last December (AA, Dec. 29, '58).

R. C. Garretson, Carling vp in charge of advertising, said that GB&B will become one of a group of regional advertising agencies associated with Lang, Fisher & Stashower, Cleveland, principal agency for Black Label. The appointment of GB&B is preparatory to the launching of a major Black Label promotion scheduled for this spring in the Pacific Northwest, he said.

■ Other agencies associated with Lang, Fisher & Stashower for Black Label beer are Winius-Brandon, St. Louis; Liller, Neal, Battle & Lindsey, Atlanta; Harold Cabot & Co., Boston; Edward H. Weiss & Co., Chicago, and Aitkin-Kynett, Philadelphia. #

Judge Calls TV Ads Economic Service, Not a Commodity

CHICAGO, Feb. 24—A federal judge has ruled that television advertising is a service and not a commodity under the provisions of Section 2(A) of the Robinson-Patman Act.

In making his ruling last week, Judge J. Sam Perry in U.S. district court dismissed the first cause of action brought by Amana Refrigeration Inc. in a $9,000,000 suit against Columbia Broadcasting System (AA, Oct. 13, '58). Amana charged that CBS violated the Robinson-Patman Act by giving other advertisers larger discounts than it received.

■ In his order dismissing the first of three counts, Judge Perry said: "A careful reading of the whole of the section in question [Section 2A of the Robinson-Patman Act] convinces this court that the word 'commodity' as therein used, relates only to articles of merchandise—goods, wares and merchandise—in short, anything having the attribute of tangible existence—and cannot be construed so as to include the concept of network television time."

■ Judge Perry told ADVERTISING AGE that he knew of no similar rulings in law although certain cases tended toward the same conclusions. He added that he felt other advertising media should also be classified as services and not commodities under the Robinson-Patman Act.

The other two counts in the Amana suit attack the "must buy" practices of the network, and charge that Amana was forced to buy a CBS-owned program to get a program on the network which CBS did not own. CBS has denied all three allegations by Amana.

The Amana suit was filed in answer to an original suit filed in 1957 by CBS, seeking $284,545 from Amana for payment allegedly due on its sponsorship of the "Phil Silvers Show." Amana has maintained that it owes CBS only $252,430 because of offset agreements, and it has paid this amount. #

Silha Leaves O'Neil, Larson

E. D. Silha, exec vp of O'Neil, Larson & McMahon, Chicago, has resigned from the agency.

D. P. Brother Boosts Four to Senior VP Rank

DETROIT, Feb. 25—Following by a day the unexpected resignation of its exec vp, Guy Warren, D. P. Brother & Co today advanced four vps to the posts of senior vps, all of equal status.

Sheldon Moyer, who has been account supervisor of the Oldsmobile account, Brother's top account, will continue to head that activity. Others advanced are Thomas J. King and Kenneth G. Manuel of Detroit and Frank E. Egan of New York.

Sheldon Moyer

Thomas King

Kenneth Manuel

Frank Egan

Guy Warren, former exec vp of the agency and until then No. 2 man on its organization chart, made no comment on his departure except to say it was with mutual regret and on a friendly basis, as was the tone of the agency's message to employes announcing it. Mr. Warren, when interviewed by ADVERTISING AGE, said he would continue active but had not made a decision as to future plans.

■ All of the four new senior vps also have been named to serve on the agency's executive committee, Mr. Brother said. #

Universal Oil PR Film Takes Tour 'Behind It All'

CHICAGO, Feb. 26—Universal Oil Products Co., headquartered in nearby Des Plaines, showed its new sound color film, "Behind It All," to a Chicago business group yesterday, following its initial presentation in New York last week.

The film is heavily on the pr side, coinciding with the fact that Universal is now a publicly owned company.

The story line is popular in appeal, tracing the work of a girl press writer who investigates the establishment of a new oil refinery and discovers the important part played by Universal in research for the industry.

The film, produced by Pilot Productions Inc., Evanston, Ill., runs about 28 minutes and will be offered to tv stations as well as shown to business and industry groups. It was produced under the direction of Harvey W. Blankenship, Universal's pr director. #

O'Reilly Heads Ayer, Detroit

Richard T. O'Reilly, a vp of N. W. Ayer & Son, has been appointed manager of the agency's Detroit office. He will continue to be Ayer's principal service representative on the Plymouth account. He replaces John W. Garberson, who resigned.

PHOTOGRAPH BY WILLIAM BECKER ON NEW KODAK EKTACHROME FILM. THIS PHOTOGRAPH AND SIX OTHER PHOTOGRAPHERS' WORK IN THIS NEW MEDIUM APPEAR IN A BROCHURE ON KODAK EKTACHROME FILM. IT CAN BE YOURS FOR THE ASKING.

. . . discover a brighter world of color

The miracle of color photography and the talents of its practitioners have opened pathways from many a warehouse to many a home.

Now Kodak's new Ektachrome Sheet and Professional Roll Films provide photographers and their clients with an improved material for making color transparencies.

Ask your photographer to help you discover the splendor that improved Kodak Ektachrome Film can bring to illustration: vibrant reds, no brighter—but not less so—than the original; yellows which reproduce hitherto elusive lemon hues; whites, clean and crisp; and greens—the so-important color which brings gardens to the magazine page.

Discover, too, the improved sharpness which recent developments make possible. And the increased depth and action possibilities of a film four times faster.

All these help speed an already sprinting art.

EASTMAN KODAK COMPANY • Rochester 4, N.Y.

Kodak
TRADE MARK

WHAT DOES IT TAKE TO MAKE A SALE?

A Market with Potential . . .
And a Medium That Penetrates!

Here's the combination you need . . . the big Columbus, Ohio, market with an average family spendable income of $7,251 and The Dispatch that is read in four out of five homes daily . . . nine out of ten Sunday. Investigate the additional savings afforded by the new Dispatch-Ohio State Journal optional combination rate.

Representatives: O'Mara & Ormsbee, Inc.

Columbus has the buying power... The DISPATCH has the selling power

The Columbus Dispatch

Perrin-Paus Names Three

Marshall B. Nelson Jr., account executive, has been promoted to director of marketing and media of Perrin-Paus Co., Chicago. John R. Allen, television consultant, has been named production manager of tv and radio and appointed to the creative board and new business committee. Robert O. Archer, formerly with the Market Research Corp. of America, has been named an account executive. He will serve on the new business committee.

Barbasol Buys Clock Signs

Barbasol Co. has purchased 15 clock "spectaculars" located in the busiest New York City subway stations to advertise its Presto lather aerosol shaving cream. The illuminated messages on each sign are headlined: "83% more shaves for your money." George J. Walsh & Co. is the Barbasol agency. Self-Winding Clock Co., New York makes the clock signs.

Simpson Timber Uses Magazines, Business Papers

SEATTLE, Feb. 24—Simpson Timber Co., marketer of forest products in Washington, Oregon and California, will use eight national business publications to distribute a four-color multi-page insert six times apiece in the course of this year.

The insert is printed by Simpson on paper made by one of its operating companies, and will be carried in alternate months. In the first series starting this month, the first page introduces a new Simpson product, bi-fold doors, packaged and preassembled, ready to hang. Inside pages carry advertising for Simpson Redwood Co. and for plywood and acoustical ceiling produced by Simpson Logging Co. The back page carries an institutional ad for Simpson, plus a coupon for ordering information on products advertised in the insert.

The February schedule consists of *American Builder*, *Architectural Record*, *Building Supply News*, and *NAHB Journal*. The March schedule covers *American Lumberman*, *Building Products*, *Home Manufacturer*, and *House & Home*. These publications will carry Simpson inserts in alternate months. The advertising pattern calls for the introduction of a new product on Page one of each insert.

■ Consumer advertising continues the use in 1959 of color pages and will run in *Better Homes & Gardens* and *The Saturday Evening Post* six times in April, May, June, September, October and November. *House Beautiful* and *Living for Young Homemakers* will be used four times each.

For the first time Simpson will advertise in Canadian publications, promoting redwood. Starting with b&w pages in February the Canadian schedule uses *Canadian Architect*, *Canadian Builder*, *Canadian Building & Supply Dealer*, and *McLean Building Guide*.

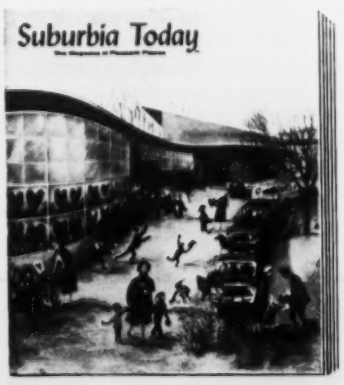
■ A new central marketing organization was announced in late January, with Don A. Proudfoot, 11 years with the company, appointed director of marketing. Under Mr. Proudfoot are Jay Jongeward, present advertising manager, who becomes advertising and consumer relations manager; Herbert G. Moore, marketing research supervisor for Simpson Logging Co. at Shelton, Wash., now marketing research manager for the parent Simpson Timber Co., at Seattle; and Ross Hughes, Simpson's regional manager of plywood and door sales at Portland, now sales promotion manager.

Lennen & Newell, San Francisco, is Simpson's agency. ≡

We have the honor to announce the appointment of

MR. ERNEST V. HEYN
as EDITOR-IN-CHIEF of
FAMILY WEEKLY and SUBURBIA TODAY

Mr. Heyn comes to *Family Weekly* and *Suburbia Today* from *The American Weekly*, where he served as editor and vice president. Mr. Ben Kartman, executive editor of *Family Weekly*, and Mr. Paul Hoffman, editor of *Suburbia Today*, will continue in their present capacities.



Leonard S. Davidow
President and Publisher
153 North Michigan Avenue
Chicago 1, Illinois

Pitney-Bowes Promotes Two

Pitney-Bowes Co., Stamford, Conn., has promoted James L. Turrentine, assistant to the president, to the post of director of public relations, and R. Kirk Jewett, supervisor of advertising administration, to advertising manager.

S&H Promotes Whitnack

Walter A. Whitnack, former vp in charge of Sperry & Hutchinson Co.'s Atlantic division, has been named an exec vp of the trading stamp operator. He will coordinate the activities of 40 sales districts.

PASTORAL—*Tri-Valley Packing Assn. is using "mood" ads like this "to build a product image" for its Cock O' the Walk products in a newspaper-page campaign on the West Coast. Dancer-Fitzgerald-Sample, San Francisco, is the agency.*

Otero & Winters Issues List, Mostly of Ex-McCarty Clients

LOS ANGELES, Feb. 24—Last week Otero & Winters, formed Jan. 1 by two former executives of the McCarty Co., released a list of its accounts "to offset a statement being generally made by another agency that Otero & Winters has no business."

Principals of the new agency are Page Otero, who was vp and technical director of McCarty, and Curtis R. Winters, who was chairman of the plans board and an account executive.

Although not identified, the "other" agency is presumably the McCarty Co.

■ When contacted by ADVERTISING AGE, Hi Cassidy, president of the McCarty Co., made this statement: "Messrs. Otero and Winters have seen fit to leave the McCarty Co. and go into the agency business for themselves. This is their privilege. We have no knowledge of their present accounts or their future prospects.

"As for the McCarty Co., it will soon announce the addition of three new staff members to service an expanding client list. Two of the staffers are account executives of solid agency experience, who will assume the client responsibility formerly held by Messrs. Otero and Winters."

■ There are nine clients on the list released by Otero & Winters. Of these, seven had been handled by Mr. Otero and Mr. Winters when they were with McCarty; one was an account which left McCarty last November. The nine clients are Reliance regulator division, American Meter Co.; Hartwell Co.; Hartwell Aviation Supply Co.; Adel Precision Products' industrial division; Adel Precision Products' line supports division; Robert Mfg. Co.; Thermocal Inc.; Hydrodyne Corp., and California Car Wash Systems.

■ The agency reports these accounts will give it billing of approximately $200,000 for the remainder of the year.

Two other accounts formerly serviced by Mr. Otero and Mr. Winters at McCarty are also now with other agencies: Sparling Meter Co., which is now with Boylhart, Lovett & Dean, and Network Electronics, which is now with Balsam Advertising. #

Raytheon Boosts Martel

Charles W. Martel has been named advertising and sales promotion manager for the semiconductor division of Raytheon Mfg. Co., Waltham, Mass. Mr. Martel, who will direct national advertising and sales promotion for Raytheon transistors, and semi-conductor diodes and rectifiers, previously was manager, technical information service, for Raytheon.

Northwest Press Group Elects

Geraldine Rasmussen, business manager of the *Daily Herald*, Austin, Minn., has been elected president of Northwest Daily Press Assn. She is the first woman in the organization's history to be elected to this post. Other officers include Marshall Johnston, *Public Opinion*, Watertown, S.D., board chairman; Roy Westman, *Mesabi Daily News*, Virginia, Minn., vp, and William White, *Daily News*, Winona, Minn., treasurer.

Osmose Wood to Mansfield

Osmose Wood Preserving Co. of America, Buffalo, N.Y., has moved its advertising account from Pursell Co. to Lloyd Mansfield Co., both in Buffalo.

The Bull Pen ROOM

Announcing . . . the New BULL PEN ROOM

• The Four Sixty-Five's BULL PEN is dedicated to the advertising, newspaper, radio and television industries.

•

We feature: Generous martinis and other fine beverages, large steaks and wonderful seafood dinners. Service to meet the tightest deadline.

• Rooms for Private Parties
• specialize in dinners

465 Lexington Restaurant LEXINGTON AVE., BET. 45th AND 46th ST., N. Y.

LEADER!

Meet George Gould, and discover a prime reason why NTA Telestudios has asserted such dynamic leadership in the field of tape for television. As head man of the burgeoning NTA Telestudios operation, Gould has built the industry's finest plant designed specifically for custom tape productions. More important, he's staffed the Telestudios operation from top to bottom with men and women who reflect George Gould's desire and ability to do it better for you with tape. At NTA Telestudios, every session moves smoothly, with the confidence born of Gould's 15 years of live network experience. At NTA Telestudios, you work with the most complete custom tape facilities available. At NTA Telestudios you work with the people who want to give you more, the experienced people who have more to give.

NTA TELESTUDIOS

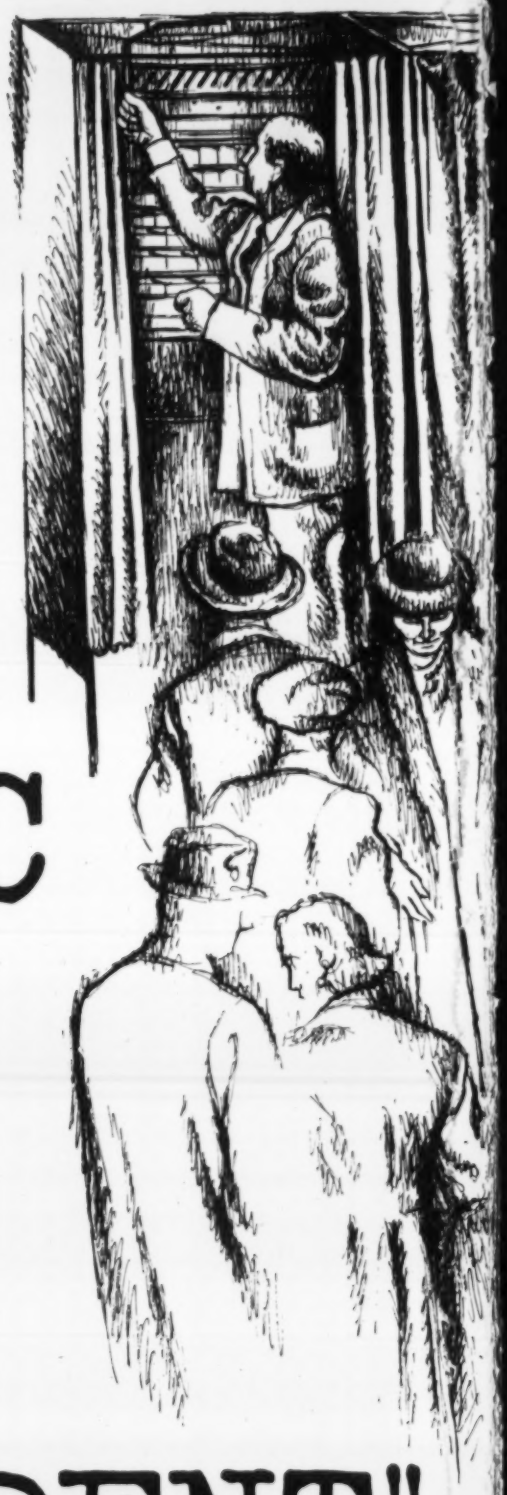
Leading the field of tape with commercial productions for key agencies such as:

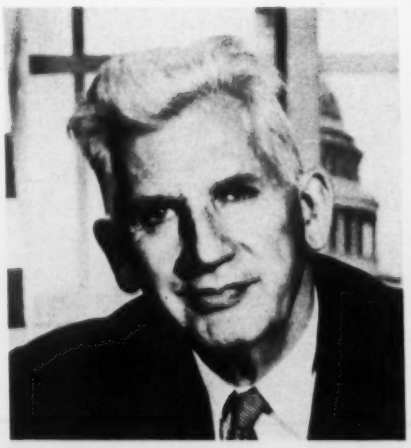
N.W. AYER & SON; LEO BURNETT; DANIEL & CHARLES; D. C. S. & S.; FOOTE CONE & BELDING; KETCHUM MacLEOD & GROVE; C. J. LaROCHE; LENNEN & NEWELL; MARSCHALK & PRATT; MAXON; McCANN-ERICKSON; MOGUL LEWIN WILLIAMS & SAYLOR; NORMAN CRAIG & KUMMEL; REACH McCLINTON

NTA Telestudios, 1481 Broadway, N.Y., LO 3-1122

In the March issue
of Coronet magazine
Senator Paul H. Douglas
of Illinois says:

"A CATHOLIC CAN BECOME PRESIDENT"





Senator Paul H. Douglas,
D. Illinois, has served with distinction in the United States Senate for 11 years, and in that time he has achieved renown as an articulate spokesman for America's moral conscience.

His background qualifies him as an authority in many areas. He has authored 15 books on economics and related fields, and was a Professor of Economics and Industrial Relations. His war record is outstanding, earning him the Bronze Star for heroic achievement in action.

Douglas is a leading supporter of legislation dealing with school desegregation. He is Chairman of the Joint Economic Committee. As a chief sponsor of the Area Redevelopment Bureau, he has helped areas of chronic unemployment back to economic health. In Coronet, Senator Douglas writes on a subject about which he has deep convictions.

With the rumblings of the 1960 Presidential campaign already heard clearly in the distance, the distinguished Senator from Illinois fearlessly speaks his mind on what may well be its most controversial issue.

In this frank article in the current Coronet, Senator Paul H. Douglas presents the four major arguments which have been repeated over the years as obstacles to a Catholic President, and shows how he believes they can be overcome.

The Coronet editorial staff considers this to be one of the most exceptional articles ever run in the magazine, and highly recommends that it be read by every thoughtful American; its implications are of far-reaching importance to the future of our country.

Articles on labor problems, travel, health and medicine, child care, human relations and humor are just a few of the subjects you will find worthy of your reading time in this issue of Coronet. Its 40 articles and features touch on matters of interest to everyone.

"Labor's Brazen Butcher Boss" by Al Toffler, the history of the rise and fall of butcher union leader, Max Block, is of particular interest; and John Keats, author of the best seller, "The Crack in the Picture Window," has written "Anyone for Elegance?" as a tongue-in-cheek take-off on the newest trends in suburban living.

"My Illness Makes Me Untouchable," written anonymously by an epileptic, is a moving plea for understanding, while "The Story of Jazz" by George Frazier offers a complete change of pace with an unusual treatment of the growth of American jazz.

Little wonder then that Coronet is fast becoming known as a magazine which probes into every aspect of American life, applies dramatic, exciting reporting to the full range of human interests.

Pick up a copy of this month's Coronet, read it through, and you'll understand why it is one of America's fastest growing magazines.

...editorial values create advertising values

...and so it follows that this issue has more pages, more advertisers than any previous issue of Coronet.

This is Coronet's first half-million dollar issue... a fitting climax to the biggest first quarter in our history—up 28% in ad pages over last year.

CORONET

...over twelve million readers every month

The Editorial Viewpoint . . .

Message for 'Irate Advertiser'

Any number of things about anonymous letters annoy us. But nothing annoys us so much as the fact that we can't answer them, because we don't know who sent them.

Such a letter sits before us now. It bears the signature of "Irate Advertiser" and a New York postmark. But that is all—plain envelope, plain paper. No clue to its sender. It comments on Leo Burnett's memo to his employes on the use of clients' products, and ordinarily we'd be delighted to publish it, because it makes an interesting point.

What really annoys us about this letter, however, is that it contains a postscript to the editor, which reads as follows:

"Name is withheld because disclosing it would be harmful to my firm, not because of personal reluctance. However, I feel the point of view expressed is important enough to receive 'equal time,' whether or not it is signed."

When we read that postscript, we wanted to tell "Irate Advertiser" that he is making a big problem out of no problem at all. If he had signed his letter "Irate Advertiser" and then given us his name and address, we would (1) have printed his letter without in any way divulging his identity, and (2) we would promptly have written and told him what we were going to do. Because he sends us an anonymous communication, he prevents us from printing his letter, and —what is worse—he makes it impossible for us to tell him *why* we are not printing his letter. Except, of course, by going to the extraordinary length of writing an editorial to explain the whole thing.

So . . . let's make it clear that we can't pay any attention to anonymous letters, but that people who want to keep their identities secret can do so by the simple device of asking us to withhold their name from letters we print.

Let's Keep Within Limits

In their understandable anxiety to set the advertising boat on the proper course, some of the people who are discussing advertising's public and social problems are tending to go too far, we believe.

Two weeks ago, for example, Advertising Age chronicled a speech before the Hollywood Advertising Club by Howard Gossage of Weiner & Gossage, and another by Jack Cunningham of Cunningham & Walsh before the Washington Advertising Club. Both, it seems to us, went a little too far in piling up the ballast for the advertising boat.

Gossage took admen to task for talking too much about advertising's heroic role in a strong and free America and warned that this kind of talk can be fatuous, pompous, gratuitous and boring—all of which we concede. But Mr. Gossage seems to be hearing a great deal more talk of this kind than most of the rest of us are exposed to. Advertising men generally have long since ceased to claim that advertising cures all economic and social ills, and most of them are perfectly willing to settle for a fairly modest admission that advertising is an important mass marketing tool which helps keep the economy rolling at high levels.

In the same way, Jack Cunningham seemed to be saying that advertising men in particular have a duty to make educational television a success, sort of as payment for being allowed to present their commercial messages on non-educational tv channels. We think it is a fine idea for admen, as public citizens, to further the fortunes of educational tv, but we don't quite see why admen have any higher "duty" in this regard than anyone else. Maybe the networks and commercial stations have some such duty, but we can't quite see it as a special cross the ad business ought to bear.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Gladys the beautiful receptionist

—Otto Bremers Jr., Joslin Advertising Co., St. Louis.

"The girl from Shaw-Walker just called. Says she's built like a skyscraper."

That Upcoming Generation

A month or so ago *Boys' Life*, official magazine of the Boy Scouts of America, reported the results of a study on "Boy Attitudes on Science and Engineering," which was extremely reassuring as far as these areas are concerned.

"Better than 50% of the boys, in all age groups from 10 to 17 years, receive school grades that are excellent and good," *Boys' Life* reported. "The best-liked school subject, receiving a 27% choice, was mathematics, and science was the next favorite with 20%. Eighty per cent of the respondents want to go to college, and 50% want a professional career.

"On the basis of these facts, it is evident that this segment of the male youth population represents those boys who have the ability and inclination to enter a scientific field," *Boys' Life* says about its readers, pointing out that "their opinions are not indicative of the entire youth population," but only of that segment represented by the Scout movement and by its readers.

Advertising men who are looking for bright recruits for advertising and selling ranks, however, will find little to cheer about in the fact that only 7% of these above-average youths list English as their favorite subject, and 20% call it "least liked." Reading, spelling and writing are the favorite subjects of 9%, but the "least liked" subjects of 7%. And social studies are the favorite of 16% and the "least liked" of 14%.

# # #

What They're Saying . . .

NBC on Pay TV

With pay television moving front and center again, NBC has had a barrage of inquiries as to its position on the technical test proposal.

We stand on the basic issues as we have stood before, and for the same reasons. We remain firmly convinced that a pay system of national character would grow only by cannibalizing the present free system. And we continue to feel that broad-scale tests would so entrench subscription operations that the result would be tantamount to establishment of pay television on a national basis.

—Robert Sarnoff, president, National Broadcasting Co.

Job for the Ad Council

I do not believe that advertisers in newspapers and magazines, or on the air, can or should devote part of their space or time to specific appeals to "hold the price line" or "prevent spending." That is not the task of ordinary consumer advertising.

I do believe that the Advertising Council should undertake an industry-wide program to lend full weight of advertising's talent, ingenuity and inventiveness to a country-wide program to alert our people on the dangers of runaway inflation.

I feel that the advertising industry should take the lead in a program which will call to the attention of every reading and listening man, woman and child in America the vital importance of sound economic policies as a force for prosperity and a weapon against communism.

—Arthur H. Motley, president and publisher of Parade, at the Los Angeles Advertising Club and Sales Executives Club.

He'll Go Far

Our account exec spends only 40 hours a week with the client. The assistant account executive spends only 80 hours a week with the client.

—Overheard on the 8:02 out of Tarrytown to Grand Central.

Rough Proofs

Maybe you have been pronouncing it Allis-Chalmers all the time, and so you wondered when you heard the radio announcer paying tribute to Allis-Cholmers.

•

An advertising agency was naturally flattered when its leading client complimented it in the annual report.

Only question is what the report will say if sales happen to slip.

•

"When does a girl come of age?" asks *Seventeen*.

Maybe it's when she decides that a bride is a lot more important than a bridesmaid.

•

It's always been considered difficult to unscrew the inscrutable, but Dentsu Advertising of Tokyo makes it seem simple by explaining that it's "the scrutable Far East."

•

"Here's an adman," says a classified advertiser, "who can mix automobiles with whisky."

He's referring to his versatility, and not to his driving ability under difficult conditions.

•

Tobacco stocks were reported to have slumped on the Big Board after the appearance of that new *Reader's Digest* article on lung cancer.

Investors seem to be more timid than smokers.

•

The American Institute of Men's and Boys' Wear has cut back its ambitious "Dress right" advertising program.

One solution of its problem might be to appeal to mom to give dad and the boys a slightly bigger piece of the family clothing budget.

•

"Big British advertising agency wants more big American accounts," the ad says.

No British reticence here.

•

"Rambler hits styles, costs of competitive cars in '1959 X-ray'," the headline says.

These days the bantamweight doesn't hesitate to take a poke at the heavyweights in his neighborhood.

•

A publisher launching a new magazine talks about "this new and unusual advertising media."

Maybe it will turn out to be twins.

•

"What sort of man reads *Playboy*?" the headline asks.

Well, let's just say he's a lad who's interested in the fine and beautiful things of life.

•

Casey Stengel often mixes up the syntax when he talks about baseball, but his latest comments about playboys on his Yankees club were understood by the players without difficulty.

Copy Cub.

Of the nation's top fifteen newspapers

in advertising linage

only two showed gains

in total advertising , 1958 over 1957 . . .

one of these was

The Washington Post and Times Herald

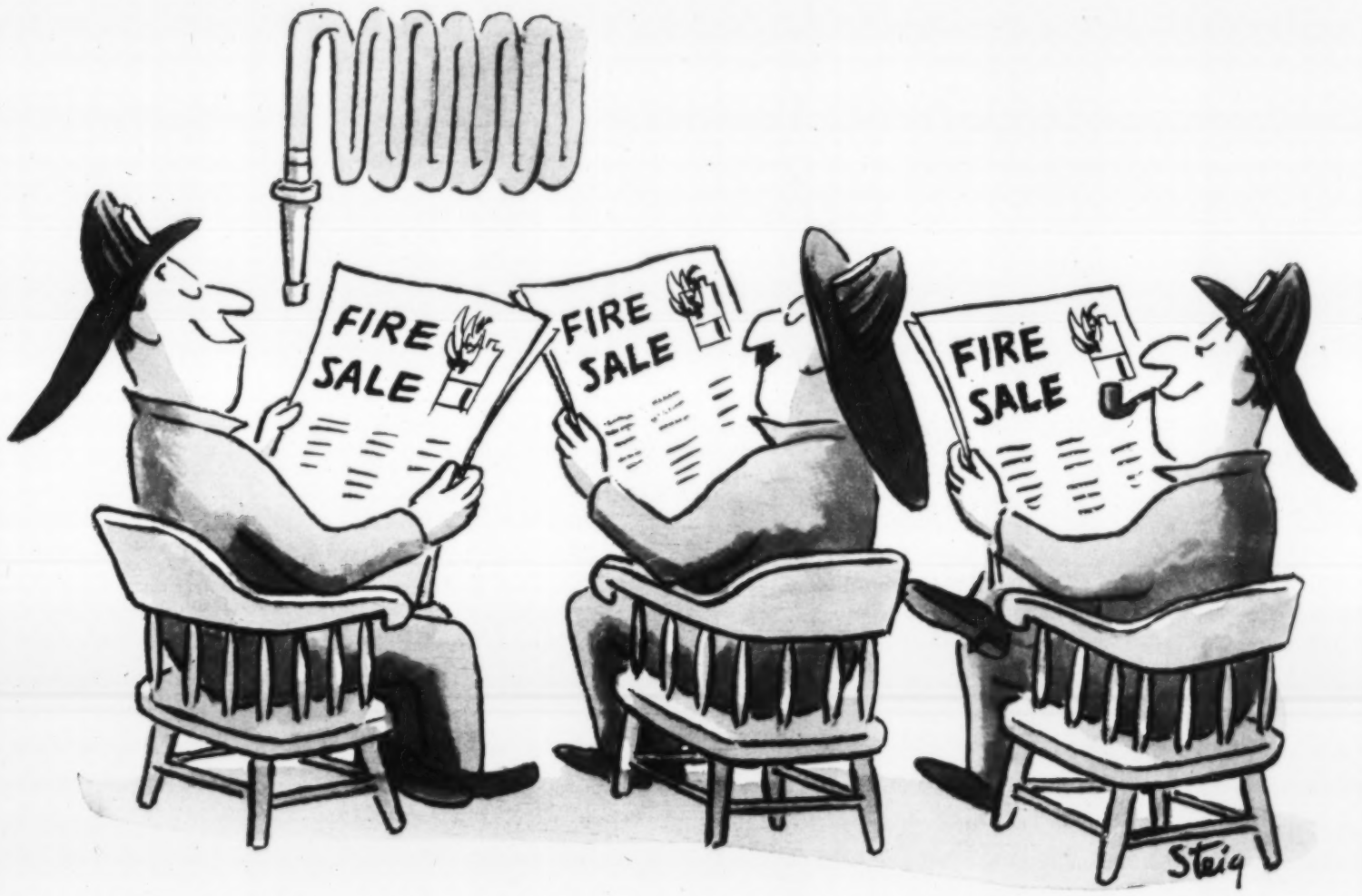
with a gain of 481,406 lines

For more than 20 years Washington's R.O.P. color newspaper.

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck. The Comic Weekly

More readers.....

THE TRIBUNE GETS 'EM



....more advertising-

IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

your passport to a
TOP TRAVEL MARKET

39.4% of all ELKS MAGAZINE households spend more than $200 a year for *vacation travel* . . . a percentage exceeded by only 7 of the 55 magazines in the latest Starch Consumer Magazine Report.

23.9% of all Elks spend more than $200 for *business travel* during the same period. In this category, only 5 publications exceed THE ELKS MAGAZINE.

A direct route to this top travel market is open to you through advertising in THE ELKS MAGAZINE.

THE Elks MAGAZINE

More information? Write for your copy of our booklet, "The Elks Market"

NEW YORK 16
386 Fourth Avenue

CHICAGO 1
360 N. Michigan Avenue

LOS ANGELES 17
1709 W. 8th Street

YOU MAY NEVER WRITE A BROADWAY HIT*—

BUT... You'll Steal The Show In Kalamazoo-Battle Creek And Greater Western Michigan With WKZO Radio!

Each day when the curtain goes up on radio listening in Kalamazoo-Battle Creek more families tune — *and stay tuned* — *to WKZO Radio than to any other station!*

WKZO *alone* has as many listeners each day from 6 A.M. to Noon as the next two stations combined! Pulse also shows that WKZO Radio gets *43% more* audience day and night than the next station.

Make your command performance in Kalamazoo-Battle Creek and Greater Western Michigan on WKZO Radio— see Avery-Knodel for more information!

7-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA — MARCH 1958
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M. - 12 MIDNIGHT	30	20	11

*"Life With Father", with 3,213 performances, has been New York's most successful play.

AM-TV-FM
The Folzer Stations
WKZO TV — GRAND RAPIDS KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF FM — GRAND RAPIDS KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD TV — PEORIA, ILLINOIS

WKZO
CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

James W. Young of J. Walter Thompson Co. is famed in the advertising business as a copywriter and successful apple grower and marketer in New Mexico. But not many admen know that he was the 76th white man to see Rainbow Bridge, out in the isolated southeast corner of Utah, in 1921 . . .

Tom Buck, new ad director of *McCall's,* has an unusual idea of a vacation. He would like to spend three weeks shoeing horses down in the Amish country of Pennsylvania . . . **Carl Gaubert,** sales promotion writer, is retiring to Florida after serving Grey Advertising for 22 years. He began his ad career in 1915 with the Blackman-Ross Co. (now Compton), then moved to Procter & Gamble, where he "originated the first split-run in ad history." . .

Joe Rines, former bandleader now in the program development department of N. W. Ayer's Hollywood office, was married Jan. 16 in New York to Portland Hoffa, widow of Fred Allen . . .

William Lincoln Frolick was born on Lincoln's birthday, to **Seymour Frolick,** radio-tv vp at Fletcher Richards Calkins & Holden. This makes three boys, one girl for the Frolick family . . . **Gordon Speedie,** head of his own Boston agency, has been made an honorary vp of the Philosophical Society of England, the honor coming after he had authored an article, "The Creative Word," in the society's semi-annual publication . . .

NEWLYWEDS—*Honeymooning at Halekulani Hotel in Waikiki Beach in January were Virginia and Don Connell. The groom is exec vp in charge of the western region, Market Research Corp. of America.*

Two *Tide* staffers, **Helen Dane** and **Ken Schwartz,** celebrated the sale of their magazine to *Printers' Ink* by announcing their engagement . . . **Jim Wilbur,** head of J. Wilbur Advertising Specialties, Kansas City, has a new adopted son, Jan Christy, born Dec. 7 . . . **Larry Doherty** of the Chicago AA editorial staff, and wife Barbara Jacqueline, formerly in the traffic department of Earle Ludgin & Co., are parents of a 7 lb. daughter, Lauren Elizabeth, born Lincoln's birthday . . .

MILESTONE—*Robert N. D. Arndt (right), vp and director of Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, receives a silver bowl marking his 30th year with the agency. James G. Lamb (center), board chairman, and John F. Arndt, president, do the honors.*

Kathleen McKeown and **Ralph Linder Jr.** of Campbell-Ewald Co., Chicago, will be married in July. . . Jan. 27 is proving to be the day to celebrate in the family of **Paul J. Salcito,** *TV Guide* promotion artist. His grandfather was born on that date. He was born on that date. And this year, his son was born on that date too. . . **Selig J. Seligman,** ABC vp and general manager of KABC-TV, Hollywood, made his acting debut on "Accused" (ABC-TV) Feb. 18—a show for which he is also exec producer. He played the part of a district attorney, a suitable role, since he was a prosecuting attorney at the Nuremberg trials of war criminals. . .

W. T. Okie, president of J. M. Mathes Inc., New York, is chairman of a fund-raising committee for the Foreign Policy Assn. . . **Doug Taylor,** who retired Jan. 1 from the J. P. McKinney & Son division of the Gannett Newspapers, was honored guest at the New York chapter luncheon of the American Assn. of Newspaper Representatives. He's a past chapter president and past national AANR president. . .

Carroll O'Rourke is Oregon's Advertising Man of the Year, selected for the Mac Wilkins award at the annual gold ribbon awards banquet of the Oregon Adclub Feb. 10. An account group manager of Cole & Weber, Portland, he leaves Oregon March 1 for St. Paul, Minn., to join the Weyerhaeuser Timber Sales Co. . . **Walter C. Krause,** vp of McCann-Erickson, Chicago, is meandering through Switzerland, Austria, Turkey, Greece, Italy and the Low Countries . . . **Powell Ensign,** exec vp of Everett-McKinney, station representative, will lead a tour of radio-tv execs through Europe, starting May 29 . . .

Seems we can't help feeling bullish on First Street in Los Angeles

We've decided it's not just the climate... nor the fact that things have a way of looking brighter here on the sunny side of America.

We've decided it's exactly the way financial advertisers keep telling us it is—that the Los Angeles Times is simply built to order for them.

After all, doesn't the weekday Times have 66% more circulation in upper income groups than the second ranking metropolitan newspaper... a 134% lead in professional and executive households... 60% more home owners... and 78% more families owning two or more cars?

Bull or bear, they tell us this is a pretty impressive audience for any financial advertiser.

Guess that's why Media Records year-end report for 1958 reveals that again the Los Angeles Times leads the nation in total financial advertising.

So can you blame us for feeling bullish down on First Street in Los Angeles?

P.S. That's where The Times has been doing business for a long time now—on *first*.

First in the nation's No. 2 market **Los Angeles Times**

Represented by Cresmer and Woodward, New York, Chicago, Detroit, Atlanta, and San Francisco

FTC Reports Its 'Standards,' 'Guides' Gain Ground Despite Lack of Fanfare

(Continued from Page 2)

son. Now the program enjoys genuine support throughout the top level of the commission, and with each passing month it wins additional prestige.

Chairman John Gwynne frequently voices his devotion to the voluntary approach, pointing out that "Congress can never appropriate enough money to handle all these matters on a case-by-case basis.

"It is becoming increasingly important," Chairman Gwynne says, "that our efforts along this line be supplemented by securing voluntary compliance with the law wherever possible."

Resistance to the voluntary approach within FTC was based on a belief that business men weren't likely to stay "reformed" unless they were bound with a cease and desist order which could be enforced in the event of a second offense.

■ But advocates of the voluntary approach point out that advertising offenses often reflect intensely competitive situations. Since individual industry members need assurance that their competitive position will be protected, offenses of this kind often are particularly susceptible to the industrywide approach.

Moreover, the advocates of the voluntary approach say, the public benefits even if some of the voluntary agreements eventually break down.

"We get fast results," they point out. "If some of our cases eventually go wrong, the commission can still litigate. So, ordinarily, it has nothing to lose by giving the advertiser at least one chance to clean house on a voluntary basis."

■ Among the first important tests of the new voluntary program was the advertising standards for the cigaret industry, issued in 1955.

Admittedly there have been disappointments—particularly the "tar derby" which broke out in late 1957. But, according to Charles Grandey, chief of the bureau of consultation, the tobacco industry advertising guides have been an outstanding success, considering the evils that existed at the time they were adopted.

On a statistical basis, Mr. Grandey reports, there have been more than 154 instances in which tobacco companies have made major copy changes after conferences with FTC's staff.

"But the important thing," he said, "is that we are in close contact with all ten cigaret companies. When we find something objectionable, we are able to get into direct contact with people who are in a position to correct the situation. A cooperative spirit has developed, so that these differences get settled."

■ Last summer, Chairman Gwynne conceded, during testimony before the Blatnik committee, that the cigaret industry's "tar derby" represented a real setback for the industry's advertising standards.

Nevertheless, he pointed out, every member of the industry responded wholeheartedly when the commission called a conference to develop standards which could be used in measuring the effectiveness of filters. Moreover, FTC staff members are encouraged by the fact that the number of tobacco companies running in the "tar derby" has been reduced from six to two.

■ A second of the important industrywide experiments of the bureau of consultation involved the automobile tire industry. With strong encouragement from industry trade groups, particularly dealer groups, the commission drafted labeling and advertising standards to eliminate misleading trade names and terms.

All 36 manufacturers are in the processes of revamping their advertising and, where necessary, their molds to abide by the FTC rules.

Some companies, including Firestone, have had to spend hundreds of thousands of dollars on new molds, but there are no known instances now of "holdouts" determined to litigate.

In the long run, however, the release last fall of "guides" to eliminate fictitious pricing probably represented the most far-reaching move to establish the importance of the bureau of consultation as a force in the fight for "clean" advertising.

■ With the release of these "guides," FTC "activated" almost spontaneously a huge nationwide clean-up program, which has captured the approval and enthusiasm of civic and advertising interests throughout the country.

Literally tens of thousands of copies of the pricing guides have been distributed by groups such as Advertising Federation of America, National Assn. of Broadcasters and American Newspaper Publishers Assn. Better Business Bureaus throughout the country have used them as a focal point for local drives which have fanned out in hundreds of communities. Trade associations have pledged their support. National advertisers and big retail organizations have ordered thousands of copies distributed by their own personnel in an effort to get compliance among their distributors and outlets.

As a result of the pricing guides, the bureau of consultation is receiving a flood of mail from businesses of all sizes.

"It is the best piece of government regulation I have ever seen come out of Washington," one small business man wrote in longhand.

"Well done," said a radio station which received a copy from NAB. "We want to provide a copy for every one of our advertisers," it told the FTC.

■ A bedding manufacturer requested 1,000 copies for all of its dealers. The president of a national jewelry association pledged his support, complaining, "There is too much phony advertising. This is a great job and a difficult one."

In a six-month period, the bureau of consultation closed more than 300 individual advertising cases which might otherwise have led to formal complaints and litigation. When it closes a case, it insists on receiving proof of new

WTRF-TV STORY BOARD

The city slicker had just inherited a farm full of cows and being a shrewd operator, decided to increase his herd right away. Accordingly he imported three of the finest bulls in the area and locked them in the barn overnight with the cows. The next morning he called the owner of the bulls to complain. The stud man laughed.

"What did you expect?" he asked. "Did you think you'd find calves the next day?"

"Well, not exactly," retorted the city boy. "But I sure did expect to see a few smiling faces on those cows!"

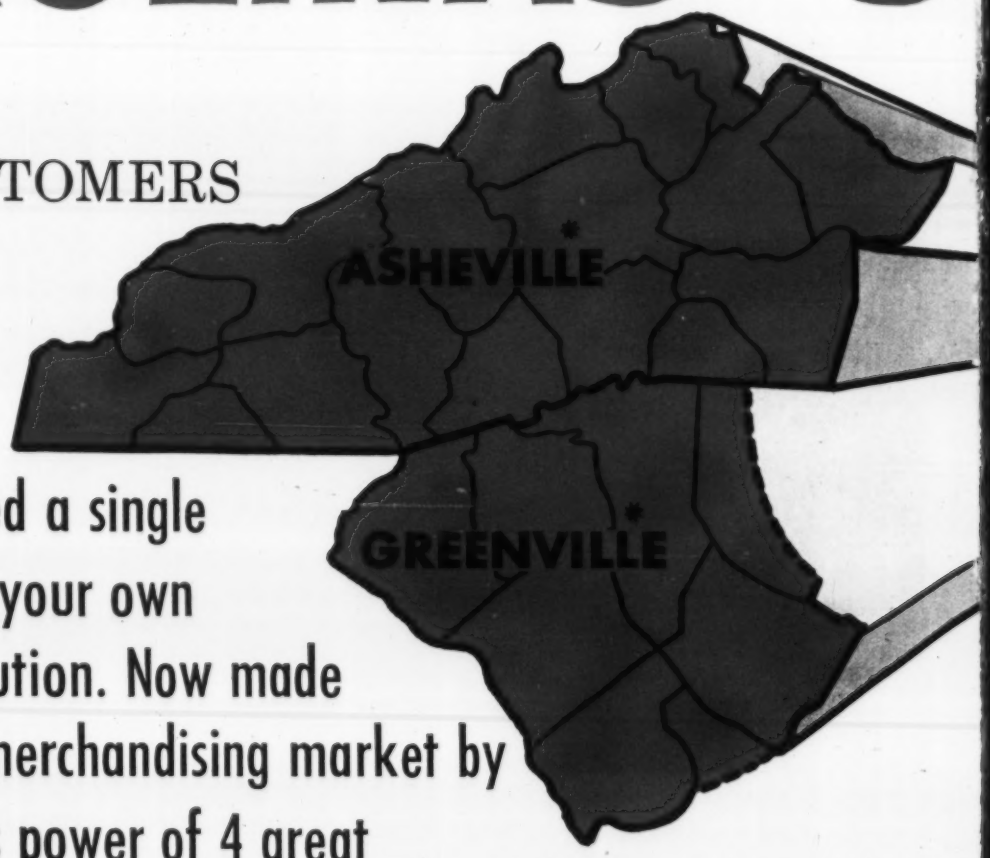
● The response of the 2 million people in the WTRF-TV market will bring smiles to a sales manager's face. Ask the George P. Hollingbery Company for information about this 36-county Industrial Ruhr of America, where these 2 million people have a spendable income of $21/2 billion annually.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

ASHEVILLE, N.C. AND GREENVILLE,

CAROLINAS S

WHERE A MILLION CUSTOMERS SPEND OVER $800,000,000



For years considered a single marketing unit by your own channels of distribution. Now made one advertising—merchandising market by the combined sales power of 4 great newspapers.

THE ASHEVILLE CITIZEN & TIMES
THE GREENVILLE NEWS & PIEDMONT

THE PEACE NEWSPAPERS

SUPERMARKET RATES...ONE ORDER • ONE INVOICE.

NEW COMBINATION RATES SAVE 10%

ads, with evidence that the controversial portions have been omitted.

And it sticks to its guns. When one concern making a masonry product explained that it could not provide revised proof since it was not planning to use publication advertising in the immediate future, it was told the file would remain open until some evidence of change was submitted. A manufacturer and distributor of paint bowed reluctantly when he was told that his two-for-one sale was not honest pricing. "We think the public is getting a good value," the firm insisted, "but we will go along on your ruling."

■ A large department store quickly complied when it was told to stop advertising that it was selling a $29.95 electric fryer skillet for $7.95, while another multi-state retail organization volunteered that it was already hard at work studying its ads and catalogs, determined to weed out instances of fake comparative prices.

A drug chain cooperated willingly when FTC asked the source of a mispriced tv table. "We are entirely in accord with your position," it wrote, expressing appreciation that the commission was "going after the trunk instead of the twig."

Individual companies involved in correspondence with the bureau of consultation would read like a "Who's Who" among large retailers, and consumer goods advertisers.

■ A famous department store apologized for advertising a golf bag at fictitious price. "The manufacturer ticketed it that way," the store explained. "But we realize it was over-priced, and we have ordered the tag removed from all bags still in stock."

A big department store chain wrote that a directive had gone out from top management ordering all members of the advertising department to familiarize themselves with the guides on false pricing. "Copy is to be reviewed by top management," the letter said, "and there is to be substantially less comparative pricing."

■ One of the big problem areas has been furniture and bedding. While new trade practice rules for the furniture industry are currently being drafted, the bureau of consultation has received correspondence from individual manufacturers and dealers who are concerned about the fictitious pricing problem. One dealer even submitted his own ad from a newspaper with a request for approval. Meanwhile the three leading bedding manufacturers have already announced to the trade that FTC's pricing guides will be adhered to in the future.

Many of the cases reaching FTC are submitted by business men or business organizations which are concerned about breakdowns in business ethics, while other cases are turned up by the commission's monitors, who watch tv and read the periodical press systematically.

Under new FTC procedures, the bureau of consultation gets first crack at cases involving members of 160 industries covered by FTC trade practice rules.

"If we are convinced that it is an honest error," says John Sullivan, who is Mr. Grandey's top assistant, "we get in touch with them and try to arrange a voluntary settlement."

Chronic offenders, or those who are unwilling to go along on voluntary settlement, are turned back to investigators for reference to the bureau of litigation.

■ Unlike earlier experiments with voluntary settlement which involved formal legal agreements, the new procedure consists solely of an exchange of correspondence and proof of conformity.

"They are entitled to one bite of the apple," Mr. Sullivan says. "If the offense recurs, their credit with us just isn't any good."

Now that the program is achieving such acceptance in the commission as well as in industry, the bureau of consultation is more relaxed about publicity, but the possibilities are still extremely limited.

In his conferences with staff members, FTC Chairman Gwynne points out that the confidential nature of the settlement arrangement is one of its most attractive features so far as business men are concerned. "We can't risk any publicity which would cast doubt on our good intentions," he warns.

Altogether FTC has a staff of 20 persons working in the various programs of the bureau of consultation, ranging from trade practice conference work to correspondence with individual offenders.

■ In addition to the more than 30 individual cases handled during a six-month period, the staff gives scores of individual interpretations to advertisers who seek advance approval of ads which venture into potentially troublesome areas.

Staff members are also spending an increasing amount of time attending meetings with groups which want to cooperate.

"If it were possible to describe the rapidly expanding activities of this office," Mr. Grandey said, "it would be evident that the published information about FTC's work in the field of false advertising is like an iceberg—only a small part of the real story is visible."

Lack of publicity also has its drawbacks so far as the morale of the staff is concerned. "Over in the bureau of litigation, they have their decisions and cease and desist orders to show for their work. We are the silent service. Our story is locked in these files, where no one can see it," Mr. Sullivan points out.

Among the groups fighting for the elimination of bad advertising problems, however, the word obviously has been getting around, for trade groups with individual problems of their own learn the address, and their requests for help end up on the right desk.

■ Currently, for example, the bureau of consultation is considering an industrywide approach in a branch of the electronics industry where fake pre-ticketing has reached epic proportions. In requesting FTC intervention, an industry member reported that the product, worth no more than $10 at retail, is being pre-ticketed as much as $30.

"If a retailer actually got that price," the letter said, "he would be making a 700% profit."

Since the 15 major members of this industry agree that pricing practices have gotten out of hand, the bureau of consultation will get to work, asking each member for proof that he is prepared to eliminate the objectionable practice. With the entire industry pledged to cooperate, individual manufacturers can mend their ways, with assurance that they will not suffer a competitive disadvantage. #

American Motors Expands Ad Program in Print, TV

American Motors Corp., Detroit, has expanded its 1959 advertising program with increased use of newspapers, supplements, magazines and radio. Much of it will be devoted to the Ambassador V-8 model, featuring its advantages over medium-price cars.

Ads are set for more than 2,400 newspapers each week, plus color pages in *The American Weekly, Family Weekly, Parade* and *This Week Magazine. Fortune, Holiday* and *Sports Illustrated* have been added to the magazine schedule. And AMC has added a 13-week CBS radio network drive to its regular use of NBC radio shows. Geyer, Morey, Madden & Ballard, Detroit, is the agency.

S.C. JOIN TO OFFER YOU THE UPERMARKET

SATURATION COVERAGE BY THE DOMINANT MEDIA

COMBINED CIRCULATION

Morning and Evening	**162,939**
Sunday	**162,333**

In population (1,011,457), Buying Income ($1,193,762,000.) and Retail Sales ($822,434,000.) and sales of every variety, Asheville—Greenville is by far the leading market of the Carolinas. Served by the same jobbers, distributors and chain headquarters, Asheville and Greenville have long been considered as one market by your distribution channels.

Now, The Asheville (N. C.) Citizen & Times and The Greenville (S. C.) News & Piedmont, under one ownership, have joined forces to help you sell the Carolinas Supermarket. Offered at attractive combination rates, they blanket virtually 100% of the ABC City Zone Families . . . cover in depth the entire combined Retail Trading Area.

Depending on individual requirements, a coordinated Merchandising Service supplies advertisers with total market support.

WRITE, WIRE, PHONE FOR DETAILED INFORMATION . . .

Represented nationally by **WARD-GRIFFITH COMPANY, INC.**

MEREDITH PUBLISHING COMPANY

A Western Edition Better Homes and

BH&G's new Western Edition May, 1959—with a whopping circulation in 12 states plus

The twelve Mountain and Pacific states (including Alaska) and Hawaii will have their own edition of America's family idea magazine beginning with the May issue. Meredith Publishing Company plans a special Western Edition of Better Homes and Gardens to give even greater usefulness and flexibility to the magazine. This Western Edition will automatically go to all readers in the twelve-state and Hawaii area.

What the Western Edition will be like. The Western Edition of BH&G will be the national edition of America's family idea magazine plus an additional section devoted to regional advertising and regional editorial material.

Better Homes and Gardens Western Edition is admirably equipped to meet the needs of advertisers who want specific coverage in the twelve Pacific and Mountain states plus Hawaii, or who want to supplement their regular schedules in the national edition with a stepped-up sales program in the West.

Some advantages of BH&G's Western Edition. For advertisers who wish to confine their advertising to the twelve Western states and Hawaii, this edition provides the largest circulation available in any magazine that serves all home and family interests.

Here is the ideal medium for testing a new product in a limited geographical area with all the advantages of national magazine atmosphere, reproduction and service editorial environment. Or an advertiser can introduce a different copy theme or a new use for an existing product with all the benefits of BH&G's editorial impact and selectivity.

National advertisers who want to buy added impact for the important Western region can do so economically in this Western Edition. For instance, an advertiser who is buying a page a month for eight months in BH&G's national edition, might buy a page in the Western Edition for the other four months of the

Another publishing advance from **Meredith of Des Moines...**
America's biggest publisher of ideas for today's living and tomorrow's plans

During the year 1/3 of America

ANNOUNCES...

# of Gardens

debuts in
of 800,000
Hawaii

year, so he has a 12-time schedule in the West and an 8-time schedule in the rest of the country.

The Western Edition also offers national advertisers an excellent opportunity to promote special uses or special products in an existing line.

Economical rates and flexible units. With a guaranteed average 1959 circulation in excess of 800,000, the black-and-white page rate is $4,350. The four-color page rate is $6,000. And the famous BH&G idea power is built into every page—the power that turns interest into action, ideas into sales.

The Western Edition is open to all advertisers, and most of BH&G's special units are available — including punched hole pages and gatefolds.

As the West grows, so grows BH&G. The importance of the West as a regional market has increased by leaps and bounds. U.S. census reports show that since 1950 the West has been growing at a far greater rate than the country as a whole. Better Homes and Gardens circulation has moved steadily upward with the dynamic growth of the West. Included in BH&G's multi-million national circulation—now 4,700,000 and still growing rapidly—is a tremendous and growing circulation in the twelve-state and Hawaii Western area. BH&G's established Western rate base is *800,000 now*—and the six months' average net paid circulation for the Western Edition is expected easily to exceed this in the first half of 1959.

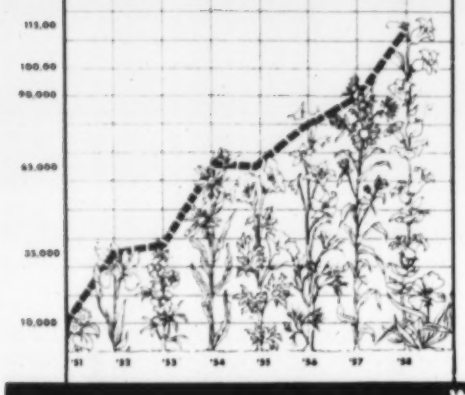
Do you have other questions? Call the Better Homes and Gardens office in your city. In Atlanta, TR 5-7995. In Chicago, RA 6-0584. In Cleveland, SU 1-7144. In Detroit, TR 3-5790. In Los Angeles, DU 5-3947. In Minneapolis, FE 6-6619. In New York, YU 6-8030. In Philadelphia, MA 7-1298. In San Francisco, YU 2-5079. In St. Louis, CH 1-8778. Or write Better Homes and Gardens, Des Moines 3, Iowa.

reads

...the family **idea** magazine

NOW OVER 4,700,000 COPIES MONTHLY

Not Even Weeds Grow as fast



Garden Supply Advertising in the Buffalo Evening News has grown from 10,000 lines in 1950 to a luxuriant 115,000 lines in 1958.

The reason? Local garden and nursery outlets *and their national suppliers* have discovered, in the Buffalo market, home owners and week-end gardeners regularly look to the FRIDAY garden pages of the BUFFALO EVENING NEWS for the story of what to buy and use on Saturday and Sunday!

BUFFALO EVENING NEWS

KELLY-SMITH CO. — National Representatives

WESTERN NEW YORK'S GREAT NEWSPAPER

Canadian Beer Sales Dip

Canadian beer sales in 1958 declined 3% from the record level of 1957, but were still higher than in any other year, according to figures released by the Dominion Brewers' Assn. Canadian sales for 1958 were 8,629,404 bbls., versus 8,892,862 bbls. in 1957, reflecting the strike of Ontario beer handlers during August and September. Following the strike, sales jumped 1.5% in October, but declined 2% in November and 1.7% in December from the like months of 1957.

Technical Publication Aid

"Problems in Technical Publication Management—A Preliminary Survey," a 22-page pamphlet on the problems of technical publications, is being offered for $3.50 a single copy by Roswell Ward, author of the pamphlet. The pamphlet is composed of articles originally published in *Armed Forces Management* in 1958 with revisions and editorial notes added.

Chicago Builder to Push New Lease-Buy Deal in Dailies, Radio

CHICAGO, Feb. 24—A home builder here has combined a design idea and a merchandising technique to provide homes that he believes will tap a major urban housing market heretofore largely untouched.

The market is the vast number of apartment-dweller families that want to own their own homes, preferably in the city, who can afford the monthly payments but who can't get together a large enough down payment.

■ Pacesetter Homes Inc. has got around the urban land cost problem by buying a fairly expensive urban tract and, by means of town house design (groups of two to six row houses with common fire walls), putting more homes on the land than could properly be done with single units. The result of this is a lower unit cost, the builder says.

Then to overcome the down payment problem, Pacesetter is leasing the units for three years, the lessee having the option to buy the unit at the end of that time. If the lessee does buy, Pacesetter returns to him about one-third of all the rent paid, then accepts it as a down payment. The main point to this, Pacesetter says, is to eliminate any large outlay at any one time for the family.

Pacesetter says this is the first time such units have been planned and designed from the beginning for the lease-buy arrangement. The lease-buy technique is widely used as a merchandising device to move houses that builders have trouble selling outright, according to Richard J. Brown, vp of Pacesetter Homes.

■ Following large classified ads in the four major dailies here beginning Feb. 21, the major ad drive for the homes will begin Sunday, March 1, with a color page in the *Chicago Tribune* and b&w pages in the *American* and *Sun-Times*. Suburban newspapers may be added to the schedule later. A week's schedule of one-minute radio spots on WBBM will begin March 2.

Already under way is a direct mail campaign. More than 10,000 pieces have been mailed.

Lauesen & Salomon, Chicago, is Pacesetter's agency. #

Blair Opens New Office

John Blair & Co., radio station representative, will open its 11th sales office at Penn Center in Philadelphia on March 2. Henry G. Chadwick, formerly with WIP, Philadelphia, will manage the new office. At the same time Thomas C. Harrison will rejoin Blair as a member of the New York sales staff. Mr. Harrison left Blair in July, 1957 to become a vp of ABC Radio; he has been sales manager of Henry I. Christal Co. since May, 1958.

Three Appoint Consolidated

Three have named Consolidated Advertising Directors, Los Angeles, to handle their advertising. They are Clear Beam Antenna Corp., Los Angeles; Continental Electronic Corp., Los Angeles and Philadelphia maker of tv picture tubes, and Fax Record Co., popular records company.

Three Appoint Comstock & Co.

Three Buffalo advertisers have named Comstock & Co., Buffalo, to handle their accounts. They are Eire County Dealers for Rambler; Campus Manor, apartment house development, and Italian & French Wine Co., bottler and distributor of Old Friar and Bella Maria table wines.

When it comes to cars, Grand Rapids families own more than their share.

The Automobile Manufacturers Association ranks metropolitan Grand Rapids as the 11th leading city in the country in car registrations per family. With 36 cars for every 100 persons—and 1.19 cars per family—Grand Rapids stands 16% above the national average.

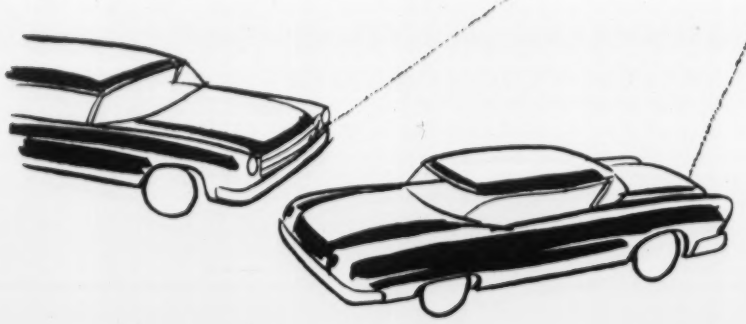
What's more, 82% of Grand Rapids families now own at least one car, compared to the national figure of only 73%. And 14% of these families own two or more cars (national average . . . 12%).

What these figures add up to is a car-buying market that is tops in the country—tops in potential for gasoline, tires, batteries *and* new car sales. And, luckily for you, this market can be effectively covered—100% in the City Zone and 63% in the Retail Trading Zone—with a SINGLE BUY, The Grand Rapids Herald and Press.

168,538 circulation, morning & evening combined, is yours for only 50c per line. For the complete story, see your Sawyer-Ferguson-Walker representative.

SOURCES: "Automobile Facts and Figures," 1958 Ed.
Publication Research Survey
ABC Circulation Report 3-31-58

Grand Rapids has MORE CARS per family...



ROP Color Daily • Split Run Copy Accepted

THE GRAND RAPIDS PRESS
EVENING
THE GRAND RAPIDS HERALD
MORNING • SUNDAY

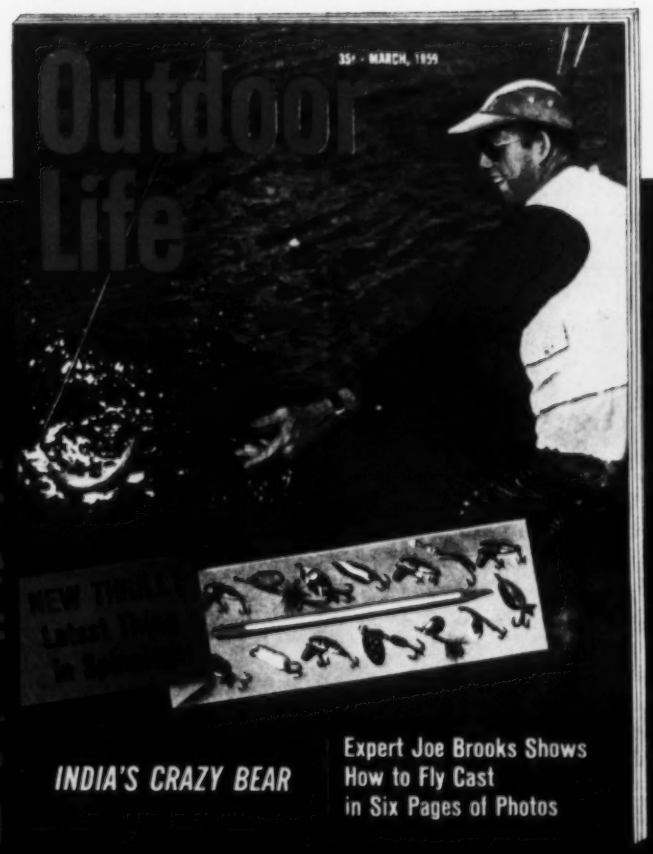
National Representatives: SAWYER-FERGUSON-WALKER COMPANY, INC.

Booth Michigan Newspapers

BIGGEST

FIRST QUARTER IN OUR 61-YEAR HISTORY

...in advertising linage
...and advertising revenue



first choice of discriminating sportsmen

first choice of discriminating advertisers

1,000,000 CIRCULATION GUARANTEED

355 Lexington Avenue, New York 17, N. Y. · Chicago · Cleveland · Detroit · Portland, Ore. · Los Angeles · San Francisco

SHERATON

HOTEL RESERVATIONS

Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:

NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype

in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST

NEW YORK — SPRINGFIELD, Mass.
BOSTON — ALBANY
WASHINGTON — ROCHESTER
PITTSBURGH — BUFFALO
BALTIMORE — SYRACUSE
PHILADELPHIA — BINGHAMTON, N.Y.
PROVIDENCE — (Opens early 1959)
ATLANTIC CITY

MIDWEST

CHICAGO — INDIANAPOLIS
DETROIT — FRENCH LICK, Ind.
CLEVELAND — RAPID CITY, S. D.
CINCINNATI — SIOUX CITY, Iowa
ST. LOUIS — SIOUX FALLS, S. D.
OMAHA — CEDAR RAPIDS, Iowa
AKRON

SOUTH

LOUISVILLE — AUSTIN
DALLAS — MOBILE, Ala.
(Opens early 1959)

WEST COAST

SAN FRANCISCO — PORTLAND, Oregon
LOS ANGELES — (Opens fall 1959)
PASADENA

CANADA

MONTREAL — NIAGARA FALLS, Ont.
TORONTO — HAMILTON, Ont.

Charles Newton, BBDO TV Exec, Is Dead at 43

ARMONK, N.Y., Feb. 24—Charles H. Newton, 43, television executive of Batten, Barton, Durstine & Osborn, died yesterday at his home after an illness of more than a year.

Before his illness Mr. Newton had been in charge of BBDO's television advertising for General Electric Co., for which he had supervised "GE Theater" from its beginning.

Mr. Newton was graduated from Harvard in 1936 and worked as a free lance writer and with the NBC script department. He joined BBDO in 1945 and spent the next 14 years with the agency in various areas, primarily as a broadcast specialist.

■ He is credited with having succeeded in persuading Robert Montgomery to come into television with his own show—the first major film star to do so. The result was "Robert Montgomery Presents . . . Your Lucky Strike Theater," one of the outstanding early dramatic successes in television.

CHARLES J. GIEGERICH

NEW YORK, Feb. 24—Charles J. Giegerich, 79, who retired recently as a special sales representative of Bell & Howell Co., manufacturer of motion picture equipment, died yesterday in Queens General Hospital.

Mr. Giegerich began his career as a trade reporter and drama critic and once edited his own magazine, *Scientific Cinematography*.

Later he was director of advertising and publicity here for what was known as the "Big Four" combine on the West Coast, which was comprised of the Vitagraph, Lubin, Selig and Essanay companies, in addition to Pathe films.

Mr. Giegerich was the author and director of several independent features, and also, for many years, personal representative of Walt Disney. For several years he directed features for the old Film Booking Office.

His son, Carl R., is a senior vp of Cunningham & Walsh.

GRIFF WILLIAMS

CHICAGO, Feb. 24—Griffith E. (Griff) Williams III, 50, widely-known orchestra leader, and a vp and director of Haywood Publishing Co., died suddenly Feb. 22 of a coronary disease in his Evanston home.

Born in The Dalles, Ore., Mr. Williams was a graduate of Stanford University. He organized his band in 1934 and was famous for his "dream music" through the 1940s and until his retirement in 1953.

He joined the Haywood Publishing Co. in 1953 as a space salesman and was elected a vp and director of the company in 1957. He represented *Electric Light & Power*, a Haywood publication. He was a vp of the t.f. Club of Chicago, and the Chicago chapter of National Industrial Advertisers Assn.

His orchestra continued appearances, occasionally led by Mr. Williams, after his retirement. Mr. Williams conducted a local tv series in Chicago in 1956 with the band. Mr. Williams and his orchestra recently made three stereophonic recordings on the Mercury label.

PAUL S. CLOWES

SALT LAKE CITY, Feb. 24—Paul S. Clowes, 55, head of Paul Clowes & Associates, died Feb. 14 in a hospital here, following an extended illness.

He started in the advertising business in 1939 as a partner in the Ad Craftsmen, was a member of Advertising Assn. of the West and in 1948 served as president of the Salt Lake Advertising Club. He was known as a painter of western scenes.

GERALD F. COOKE

TORONTO, Feb. 24—Gerald F. Cooke, 53, advertising and public relations director of Canada Dry Ltd., died Feb. 5 in Florida. A vp and director of the company, Mr. Cooke was born in Nova Scotia. He was educated at Guelph, Ont., and later attended universities in Pittsburgh and Akron. He joined Canada Dry in the sales department in 1944 and became a vp within a year.

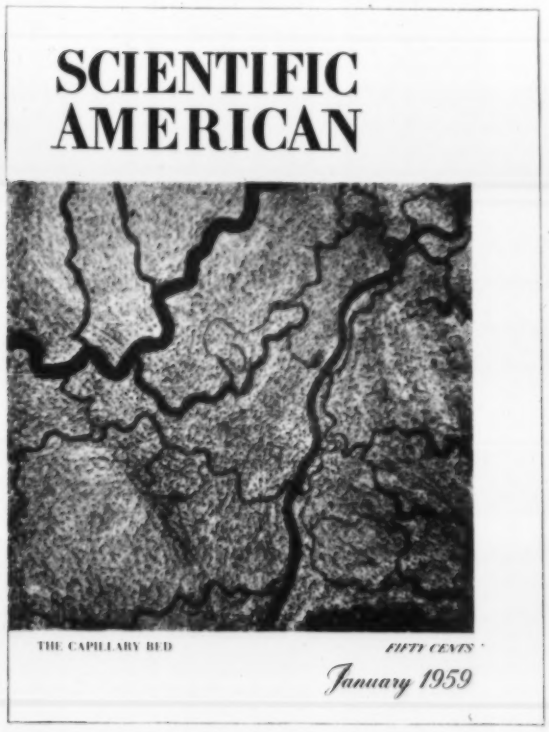
IRENE DAYTON

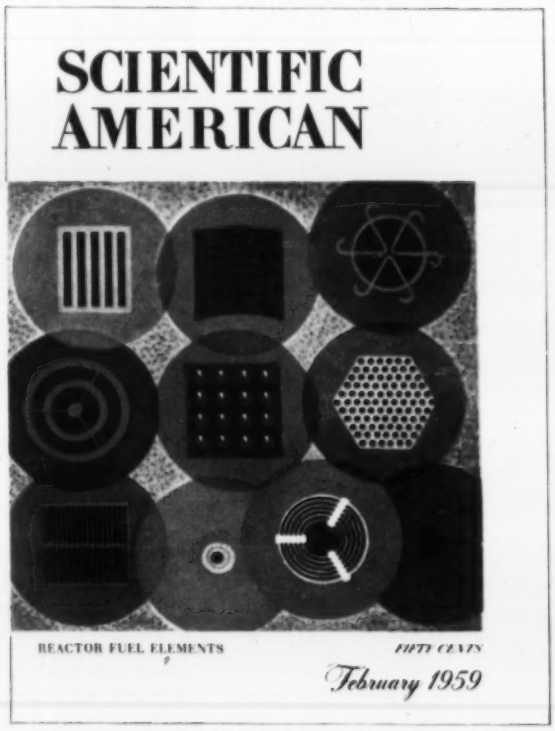
CHICAGO, Feb. 24—Irene Dayton, 57, chief accountant for McCann-Erickson here, died suddenly Feb. 14 in St. Luke's Hospital. She had been employed by the agency for 26 years. Miss Dayton was a member of the Women's Advertising Club of Chicago.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach





The first step in each advance of technology is a discovery in science. To keep abreast of the progress of science and technology more than 200,000 men of Technical Management turn each month to SCIENTIFIC AMERICAN. Their intelligent and searching interest has a practical meaning for you: They set the stern demands your products must satisfy in the industrial market place today. More than three hundred leading advertisers, whose products meet this challenge, found profit in our pages last year. More than four hundred are scheduled to advertise in SCIENTIFIC AMERICAN this year.

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., N. Y. 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

● Relying on just one "state-wide" daily* paper to cover *all* of Iowa? Then you're getting only 19% coverage, missing 4 out of 5 homes in the Quality Quarter! These 22 counties contain a quarter of Iowa's total buying power: over 25% of the households and retail sales. But with the newly-formed *Iowa Three* group, you get 62% coverage, with *truly* local, hometown acceptance and influence *where* you want it. Look again! You'll see why you need these three newspapers to sell the fast-growing, most profitable fourth of Iowa.

**Don't be fooled by "state-wide" Sunday coverage! National advertising usually runs daily.*

IOWA'S QUALITY QUARTER

WATERLOO
DUBUQUE
CEDAR RAPIDS

LOOK AGAIN

THE IOWA THREE

The Cedar Rapids Gazette
Dubuque Telegraph-Herald
Waterloo Daily Courier

Represented by: Allen-Klapp Co.; Jann & Kelley, Inc.; Story, Brooks & Finley

Weller Soldering Gun Bows

Weller Electric Corp., Easton, Pa., will use a page ad in the March *Reader's Digest*, plus 93 supplements April 12 and 19, to introduce its new soldering gun with "dual-heat." A trade and specialty campaign will run in *Electronics Illustrated, Electronic Technician, Hardware Age, Hardware & Housewares, Jobber News, NEDA Journal, PF Reporter, Popular Mechanics, Radio Electronics* and *Radio & TV News*. Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the agency.

Gralla Buys Pinover Book

Gralla Publications, New York, has purchased *Juvenile Merchandising* from Pinover Publications, effective with the March issue of the monthly, which covers the nursery furniture wheel goods, toys and accessories fields. Doyle Peck will be advertising sales manager.

Guterma Woes Do Not Affect Mutual: Walliser

NEW YORK, Feb. 24—Blair Walliser, exec vp and general manager of Mutual Broadcasting System, was kept busy this week answering the queries of affiliates and sponsors who wanted to know how the network was going to be affected by the troubles of financier Alexander Guterma.

Mr. Walliser's answer was that Mutual was not affected at all; he said that business was going on as usual despite this latest incident in the network's long career. He said not a single advertiser or station has defected since Mr. Guterma and the myriad companies which he controls—or did control—began to make headlines because of their troubles with the Securities & Exchange Commission. Mr. Guterma has been charged with not filing the required SEC reports. The network has received assurances of support from many stations, Mr. Walliser said.

Last week it was announced that Mr. Guterma had resigned as chairman and president of F. L. Jacobs Co. and from "all his posts" in the Jacobs subsidiaries, including Mutual, Scranton Corp. and Hal Roach Studios. Hal Roach Jr., who replaced him as chief executive of Jacobs, said he had bought most of Mr. Guterma's interest in the sprawling company.

■ Mr. Roach, who has been chairman of Mutual as well as president of Hal Roach Studios, took over the title of MBS president from Mr. Guterma. But Mr. Roach was too busy trying to set the house of the parent corporation in order to devote much time specifically to Mutual. This left the network helm to Mr. Walliser, pretty much as it has been since the Jacobs interests took over. Inside sources say Mr. Guterma has visited Mutual only twice since the purchase of the network last fall.

As for Mr. Guterma, there is every indication that it will take quite a while for the SEC to untangle his widespread financial holdings.

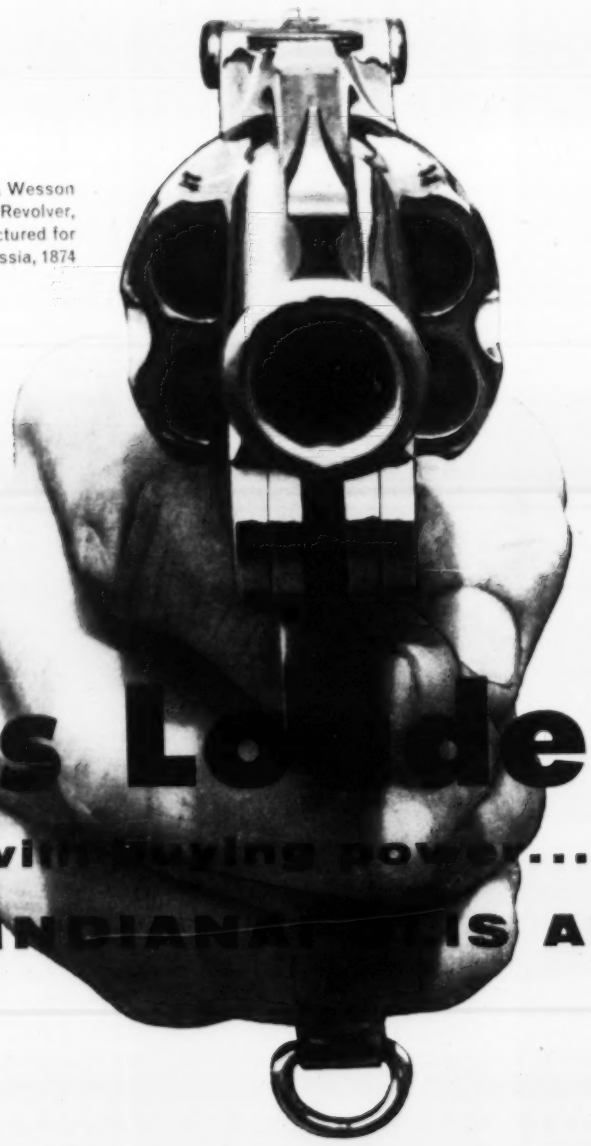
■ One by-product of Mr. Guterma's clash with the SEC has been the revelation of the financial picture of Mutual. Papers filed with the commission showed that the network lost nearly $800,000 during the first seven months of 1958. #

Allen, Dorsey Adds Five

Allen, Dorsey & Hatfield, Los Angeles, has added five accounts in the electronics field. They are Perkin Engineering Corp., maker of electronic supplies; Pacific Magnetic Corp., electronic components maker; U. S. Science Corp., a division of Topp Industries, electronic systems and components; Dakota Engineering, electronic equipment, and A. G. Barstow Co., industrial distributor and manufacturer.

Overseas Dailies to Powers

Le Nouveau Monde, Cap-Haitien, Haiti, and the *Scandinavian Times*, the English language newspaper printed in Denmark, have appointed Joshua B. Powers Inc., New York, as their U. S. advertising representative.



Smith & Wesson
.44 Caliber Revolver,
manufactured for
Russia, 1874

It's Loaded

with buying power...

THE INDIANAPOLIS AREA*

Here's a target worth shooting for! It's big—with over two million people who buy more because they have more. Much more. (In Indianapolis alone, annual family income is 15.6% above the national average.†) They've hiked retail sales into 12th place among cities of over 600,000.† You can completely bracket the target, the people, and the sales with the 56.4% coverage of The Star and The News. Write today for complete market data.

† Sales Management, Survey of Buying Power, 1958

*THE 45-COUNTY TRADING AREA THAT'S BIGGER THAN YOU THINK!

Population:	2,117,100
Income:	$3,740,248,000
Retail Sales:	$2,472,792,000
Coverage:	56.4% By The Star and The News

The Indianapolis STAR Morning & Sunday
The Indianapolis NEWS Evening

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

Account Man Wants Client to Buy Space; Aid Him, tf Unit Told

NEW YORK, Feb. 24—"Space advertising is one of the advertising agency's main functions. In most agencies, there are no books left off a schedule because 'we don't like you'—or any other publisher," Richard V. Morrison, exec vp of O. S. Tyson & Co., told members of the tf Club of New York last week.

"Both the account executive and the space salesman are in the same boat—trying to sell the manufacturer on advertising," Mr. Morrison said. "It is the account executive's job to see to it that his account advertises wherever and whenever it can, consistent with the client's best interest."

The agency executive pointed out that an account executive is many things to many people.

- "To the client's wife and daughter, he is an expert in the show business field . . . knows all the stars . . . can get tickets to anything.
- "To the client he is an expert in corporate finance, sales management, market research, copy, layout, art, etc.
- "To agency personnel," Mr. Morrison said, "the account executive is the so and so who never has any ideas and always spikes everyone else's. He is a bane to copywriters, artists, production men, and every service department in the agency.
- "To the space salesman, the account executive is the one who is always thirsty and hungry at lunch time.

■ "Actually," Mr. Morrison said, "the account executive can be anything from simply a salesman peddling plans of others, to an all-around man—planner, peddler, writer.

"The working account executive knows and understands the client better than anyone else. Others in the agency may be equipped to say what the client should do, but the account man knows best what the client will do.

"The account executive," Mr. Morrison noted, "is concerned with many fields, many markets and many publications. He should not be expected to know as much about the individual space salesman's field as the space man himself.

"The space salesman is talking to the wrong man when he talks mainly about readership studies, circulation analyses, reasons why the competition is second rate. The agency's media department determines most of this, and the account man looks to it for comparative analyses of media.

■ "Getting close to the account executive," Mr. Morrison said, "is a simple case of making yourself valuable to him. The way to do this is to think in terms of his client.

"Know his client, the people, their business, their products and how they sell. Help him with market information, industry trends, sales trends. Keep him informed of changes in these.

"Supply him with clipped ads of his competitors, clipped articles of pertinent information; come up with ideas for merchandising; take an interest in his client's ads and be critical of them—to the account man, not the client.

"Remember these eight Do's as a guide to handling account executives":

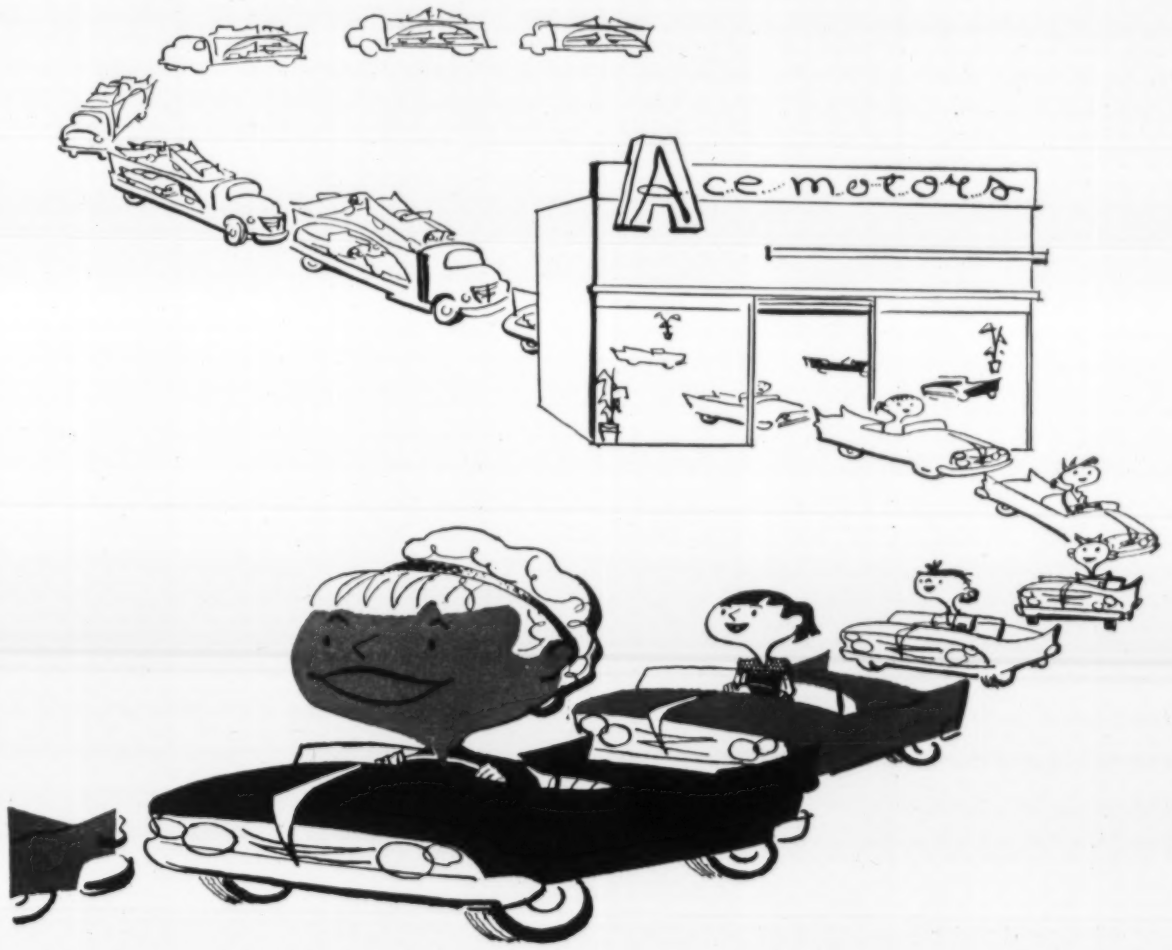
- Keep him informed of your visits with the client.
- Come home with rumors, complaints, etc.
- Respect your contacts with the client; don't abuse them.
- Try to make an appointment; don't just drop in.
- Be sincere in your interest, but beware of the "sincere" approach. Wait at least ten minutes before it's "Dick, old pal."
- Come in with ideas and information, don't drop in to discuss the weather.
- Remember that socializing is part of his job, too—pass on good jokes, stories. Tell him places to go ("nice, of course"), and introduce him to head waiters.
- Give him the tools, work with him; and you'll be welcome. Both of you will benefit. #

Detroit Controls Boosts 3

The Detroit controls division of American Standard Co. has promoted three in its marketing department. Frank Y. Carter, former product manager, air conditioning controls, has been named manager, marketing planning. Jack M. Strauss, formerly sales engineer in the automotive air conditioning department, has been appointed product planning manager, air conditioning and refrigeration controls, and A. C. Stern, former headquarters specialist, heating sales, has been named product planning manager, heating controls.

LaPole to Grimm, Craigle

Lester M. LaPole has been named account executive and member of the hardware division plans board of Grimm & Craigle, Chicago. He formerly was advertising manager of Sterling Builders' Hardware Co.



WHATEVER YOU SELL YOU CAN
SELL MORE OF IT IN THE Plain Dealer Market
THAN IN ANY ONE OF 36 ENTIRE STATES

THE ONLY CLEVELAND
NEWSPAPER THAT SELLS
THE CITY AND
26 ADJACENT COUNTIES

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES*

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,336,394	$2,030,071	$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliances	125,120	104,022	229,142

(Source, Sales Management Survey of Buying Power, May 10, 1958)

*Akron, Canton and Youngstown's Counties are not included in above Sales.

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

This is the KWTV Community!

Viewers, from well over 200 Oklahoma towns shown on the map, traveled to Oklahoma City to appear on KWTV's Farm Programs during 1958. Proof of KWTV's *community* coverage!

The TOWER with SALESpower in Oklahoma!

Community Coverage makes

KWTV OKLAHOMA CITY

Oklahoma's No. 1 Television Station

CBS

See your PETRYman

Society Books Name Ross

Philip I. Ross Co., New York, has been appointed agency for publications of the American Society of Heating, Refrigerating & Air-Conditioning Engineers. These include the *ASHRAE Journal*, *Heating, Ventilating & Air-Conditioning Guide* and *ASHRAE Data Book*.

Alfred Mendelsohn Named

Alfred L. Mendelsohn has resigned as assistant sales manager of Universal Pictures Co.'s tv division to join Elliot, Unger & Elliot, New York tv film commercial producer, as general sales manager. He will assume his duties about March 1.

Eiseman Expands Duties

W. A. Eiseman, general sales manager for the Royal typewriter division of Royal McBee Corp., has assumed full responsibilities for that division. He succeeds W. W. Pennels who will concentrate on Royal's new program for distributors.

Adolescent Girl Is Live Prospect, Food Canners Told

CHICAGO, Feb. 24—Teen-age girls—efficiency-minded, game for new ideas, eager to provide the best, and 8,500,000 strong—were introduced as a fast-growing $3,000,000 market to food canners attending a National Canners Convention here.

Doing the honors, in a talk to the canners last Saturday, was Enid A. Haupt, editor and publisher of *Seventeen*.

Teen-age girls now earn $4.2 billion and account for about 25% of family spending for food, Mrs. Haupt said.

"By 1967, teen-age females will number 12,500,000—a 50% increase in sales opportunity," she said, but added, "As the teen population expands by 50%, the market of young adults—those between the ages of 26 and 40—will be contracting by 8%. That loss of volume must be made up—and it can be more than made up by teens—your great new supermarket for sales," she said.

■ Three important social influences have enlarged the role of the teen in the family kitchen, she observed. First, girls under 20 are now being called on to help the nearly one-third of mothers of teen-agers who are working. Many daughters have become partners in running the home, Mrs. Haupt said.

Second, girls are getting engaged and married at an earlier age than their mothers; hence they start their kitchen apprenticeship earlier. The median age for girls getting engaged is now 17, and 18 is the peak age for marrying, Mrs. Haupt said.

Third, girls "have rediscovered the proverbial way to a man's heart," according to the *Seventeen* editor. "It's no longer enough for a girl to look her best; she must also cook her best.

"As a result, today's teen is a young woman with a 'consuming' interest in food and every good product made. She's hungry for new ways to prove herself in the kitchen—new dishes, new menus, new recipes, new food ideas, new cooking hints and new food information. She's not set *in* her ways. She wants to be set *on* her way—right toward your canned food," Mrs. Haupt said, adding, "She's eager to try and she's eager to buy."

■ To do a better job of reaching this market, Mrs. Haupt urged the canners to take the following marketing steps:

- Work more closely with distributors and retailers to provide them with every possible merchandising and sales assistance to move goods into the hands of teen-age girls.
- Direct some ad copy to teen-age girls, using their frames of reference and appealing to their growing significance in the home.
- Set up teen-age panels to keep better track of teen trends and tastes.
- Create contests designed to win teen-age interest in recipes and menus.
- Develop new products—combination foods, snack foods, gourmet specialties—with special appeal for teen-agers.
- Rely on research—not the neighbor's teen-age daughter's opinions—for guidance. #

Bresler Names Agency

Bresler Ice Cream Co., Chicago, has appointed Herbert Baker Advertising, Chicago, to handle point of sale, trade extension and consumer advertising.

Now Your ANNOUNCEMENTS Can Get HIGHER VIEWING!

Thanks to the fact that WHO-TV has invested over $250,000 in top film packages*—and programs them in excellent time periods—*you can buy one-minute participations, with FABULOUS ratings, at exceptionally low cost!*

WHO-TV particularly recommends these three terrific shows—*all* with vastly higher ratings than their competition, according to ARB for October 22—November 28, 1958:

FAMILY THEATRE (12:00 NOON to 2 PM, MON. thru FRI.)

Average ARB rating, Mon.-Fri.—	1 Week	4 Weeks
WHO-TV	10.8	10.8

ARB Cumulative Rating—32.2%

EARLY SHOW (4:30 PM to 6:05 PM, MON. thru FRI.)

Average ARB rating, Mon.-Fri.—		
WHO-TV	16.9	13.5

ARB Cumulative Rating—43.4%

LATE SHOW (10:30 PM to sign-off, MON. thru FRI.)

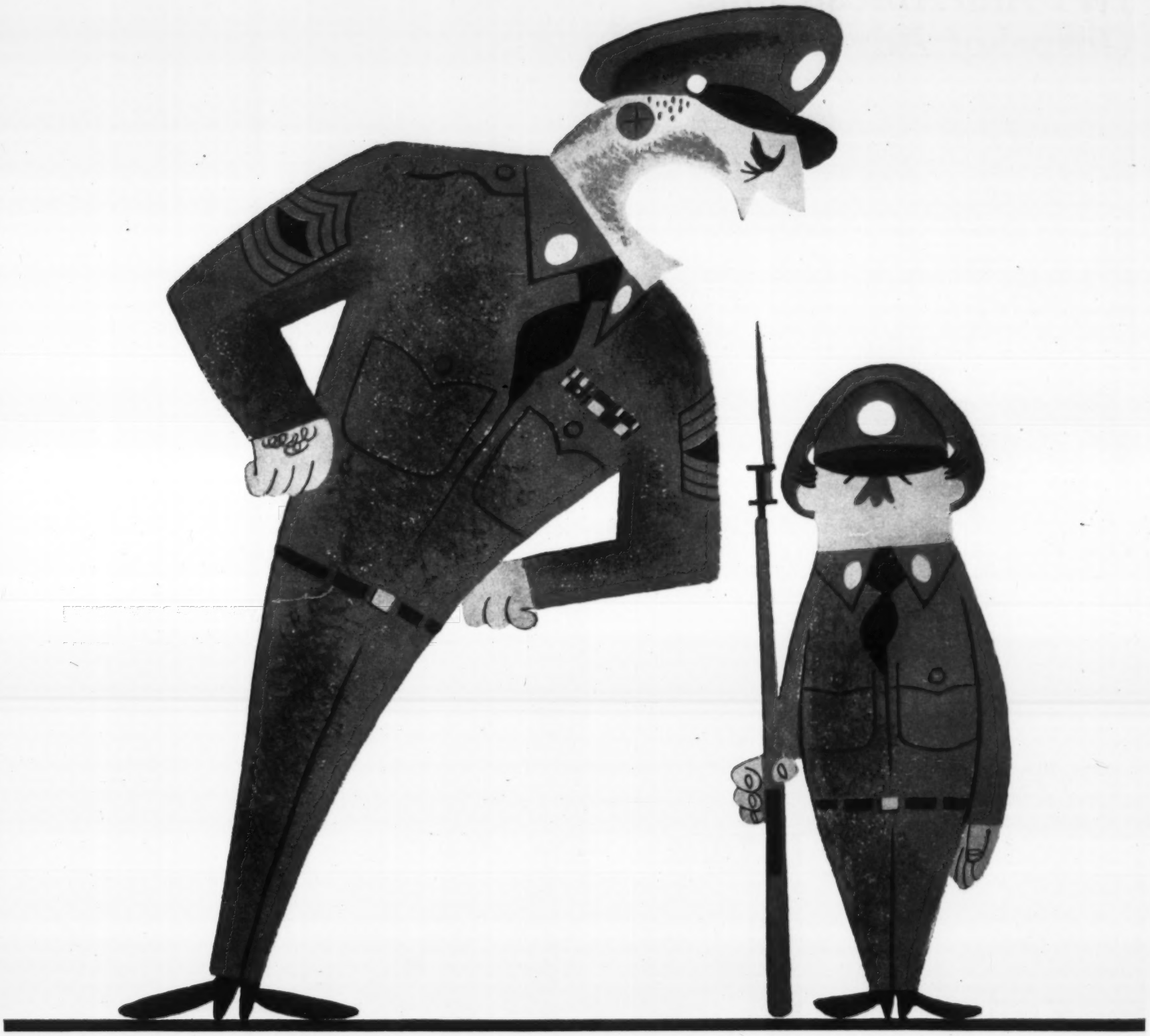
Average ARB rating, Mon.-Fri.—		
WHO-TV	10.4	9.5

ARB Cumulative Rating—24.8%

PGW has all the dope, including the list of top-flight advertisers who are now *using* these spectacular offerings. Make a note to ask your Colonel!

**MGM—Warner Bros.—NTA "champagne"—ABC "Galaxy 20"—NTA "Rocket 86"—NTA "Big 50"—Flamingo 92 Westerns—Popeye—Bugs Bunny—Betty Boop—etc.*

WHO-TV
WHO-TV
WHO-TV



Command attention for your promotional materials with

TELEGRAM-PLUS SERVICE

Sure way to get the attentive examination every successful promotion needs! *Telegram-Plus Service* delivers your booklet, sample of new merchandise, *any material*, with a telegram attached . . . right into the hands of the persons on your list. Just provide the materials to be delivered, telegraph message and address list . . . in one or many markets. Western Union does the rest.

WIRE US COLLECT! We'll deliver the full story—*fast*—on this *fast*, attention-getting service. Address: Western Union, Special Services Division, Dept. 2C, New York, New York.

WESTERN UNION
Special Services Division

JWT Aim Abroad: Push Gospel of Advertising

(*Continued from Page* 1)

discuss, but the gargantuan size of the operation commands attention. The agency's international billings crossed $75,000,000 in 1957 and $85,000,000 in 1958; they represent 30% of the agency's total billings.

This is a fair amount of advertising shekels—in whatever currency you name. Only 10 agencies handle as much advertising in the U.S. as Thompson does internationally. There is *no* agency with as many employes in the U.S. as Thompson has abroad.

In 1957 only 12 countries in the world saw as much as $75,000,000 (Thompson's international billings that year) spent on all forms of advertising. And in only five countries (U.S., Britain, Germany, Canada and France) were total advertising expenditures in excess of the $285,000,000 total billed by JWT in all offices.

OOM PAUL'S RECIPE—*This Royal Baking Co. ad ran in South Africa in* 1932.

■ J. Walter Thompson, as the world's leading advertising agency, wears its champion's crown with little pomp and small circumstance. The gong doesn't ring when London or Bombay or Paris comes up with a big account. There is no scoreboard which gives the relative standing of agencies in different countries.

Pronouncements of any kind—to employes or to the world outside—are rare. There is considerable inter-office traffic of ideas and people, but this is conducted in such a quiet, matter-of-fact way ("John, this is Jack Wilson, he's from our Paris office") that it is probable that few of the agency's 2,400 U.S. employes are fully aware of the ramified global operations of which they are a part.

■ The view from the bridge, where the over-all picture can be observed, is enjoyed by only a handful of people, in the row of executive offices on the 11th floor of the Graybar Bldg. here.

The northeast corner office in this row is occupied by Samuel W. Meek, one of the agency's two vice-chairmen and the man who is most closely identified with international operations at J. Walter Thompson.

■ Sam Meek came to Thompson in 1925 from a vp post at Charles W. Hoyt Co. From the standpoint of international activity, he arrived at a propitious moment.

The old Thompson regime had opened an office in London in 1899. A one-man office, it served as a listening post for new products and as a place where James Walter Thompson could hang his hat on his frequent trips to Europe. Closed in 1916 when the manager, Harold Moore, went off to war, it was re-opened in 1919 in the London YMCA.

It first began to assume importance in 1923 when Libby, McNeill & Libby decided to sell canned fruit to the British. James Webb Young, one of the early principals in the agency, was handling the Libby account in Chicago, and the client asked him if JWT would handle the British advertising. Libby was prepared to spend up to $100,000.

Not everyone at JWT was enthusiastic about the international expansion. Henry Stanton, for one, was not. Stanley Resor, however, was. Both he and Mr. Young saw here a growing opportunity to serve those clients with marketing operations abroad.

JWT took Libby's British business and activated the London office. A young American adman, John Reber, was placed in charge. Mr. Resor, who first saw Europe

EXTRAOR

*ARB Cumulative Audience Study

in 1901 on a pleasure trip, made his next visit in 1924, accompanied by his wife, the former Helen Landsdowne, a top JWT copywriter. Mr. Resor, who was then president of the American Assn. of Advertising Agencies, attended the London convention of the Associated Advertising Clubs of the World and spoke before several British advertising groups on a new-fangled American concept—audited circulation. *Punch* said Mr. Resor looked "like a senator"; Mrs. Resor was described as looking "like a Rossetti."

In 1925, immediately after joining JWT, Sam Meek was sent to London to relieve John Reber. Mr. Reber, who died in 1955, returned home to become one of the pioneers in radio advertising. Mr. Meek did some pioneering of his own during a six-year stint in London and on the continent.

■ The British advertising agency system was in its early formative stages in 1925. The Incorporated Institute of Practitioners in Advertising—British equivalent of the American Assn. of Advertising Agencies—was not organized until 1927 (10 years after the start of the Four A's). Thompson's London shop was small. The staff numbered fewer than 25. The largest accounts were Libby and Sun-Maid raisins.

Sam Meek: 1931

Sam Meek: 1959

Before he returned to New York in 1931, Mr. Meek had a substantial operation in tow. Money and manpower were imported from America to build an agency in the image of J. Walter Thompson. The staff soared to 200, and billings climbed sharply with the addition of such accounts as General Motors, Kraft, Chesebrough and Pond's.

More important, from the standpoint of successful operations in another country, was the garnering of strictly British clients. Horlicks, Brand & Co. and Rowntree all entered the JWT fold during Mr. Meek's tenure in London.

■ The most significant account addition, however, was undoubtedly Unilever. In 1925, Unilever's U.S. subsidiary, Lever Bros., brought out a new bar soap called Lux. JWT-New York got the introductory assignment. Two years

Providing extra-special coverage of critical events is ordinary practice for WBBM-TV—and Chicago knows it. When emergency strikes, instinctively the city turns to Channel 2 for news.

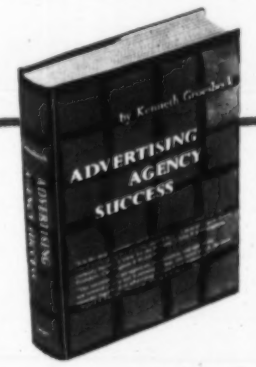
Case in point: the day fire swept Our Lady of Angels school, WBBM-TV's 6:00 pm news (21.6 rating) reached 2½ times as many viewers as the two competing newscasts combined. The 10:00 pm news (46.7 rating) reached 3 times as many viewers as the two competing news programs combined ... more viewers, in fact, than all ten newscasts presented that evening on all the other stations combined.*

Chicago's deep-rooted preference for WBBM-TV news is no happenstance. CBS News standards and a 36-man local news staff (largest in Chicago) insure one of the finest station news operations in the nation. And make possible WBBM-TV's remarkable ability to make the extra...ordinary.

ORDINARY!

WBBM TV

CHANNEL 2, CHICAGO · CBS OWNED



Advertising Agency Success

Principles, Management, Function and Performance

By KENNETH GROESBECK

Drawing upon 40 years in advertising, Mr. Groesbeck provides concrete answers to the operational problems confronting agencies large and small. He gives an overall view of the successful agency in action: preparing copy, performing market research, making client presentations, testing campaign strategy, helping to coordinate clients' total product promotion. A comprehensive and useful book for all who manage agencies today and for those who aspire to do so tomorrow.

"... certainly will become a 'bible' for the business." —JOHN P. CUNNINGHAM, *Chairman of the Board, Cunningham & Walsh, Inc.*

"... an accurate, factual book about advertising. Students and newcomers to our business particularly should find it valuable." —SIGURD S. LARMON, *Chairman of the Board, Young & Rubicam, Inc.*

$5.00 *at your bookstore or from*

HARPER & BROTHERS, N. Y. 16

later, when Lux hit the British market, the nod went to JWT-London.

The importance of the Lever-JWT relationship cannot be overestimated. Unilever is the world's largest advertiser, and Thompson has steadily added product accounts from its overflowing stable all over the world. Lux, in particular, has become a JWT account in virtually every country where it is marketed.

■ The year 1927 looms large in J. Walter Thompson history. U.S. automobile manufacturers, having geared up for mass production, were casting covetous eyes on overseas markets. N. W. Ayer & Son obtained the Ford account in 1927; it quickly became the largest account in the Ayer shop, and its interest in foreign markets pushed Ayer into the international field, with offices in Europe and Latin America. At J. Walter Thompson, the stimulus came from General Motors.

Sam Meek made the first contact with GM in London. The auto manufacturer then negotiated a worldwide advertising pact with JWT in New York. Under this agreement, which went into effect in 1927, Thompson was to open an office in every country where GM had a manufacturing or assembly plant operation. GM subsidiaries and distributors overseas were sent letters informing them that Thompson was to get their business, although in some cases JWT had to make presentations for local accounts. These New York-dictated marriages put Thompson into the international business in a big way.

■ From the Graybar Bldg. in New York and from Bush House in London were dispatched steady streams of admen carrying the J. Walter Thompson flag into every corner of the world:

• **1927:** Thompson opened in Antwerp, Berlin, Copenhagen, Stockholm, Madrid and Alexandria (Egypt).

• **1928:** JWT's shingle went up in the Hague, Paris and Port Elizabeth (South Africa).

• **1929:** Thompson opened in Bombay, Melbourne, Sydney, Montreal, Buenos Aires, Sao Paulo, Montevideo and Warsaw.

• **1930:** Offices were opened in Cape Town, Wellington (New Zealand) and Batavia (Dutch East Indies).

• **1931:** Rio de Janeiro was opened.

• **1932:** Thompson opened in Bucharest and Barcelona.

■ This was the beginning of the

HENRY C. FLOWER, *now vice-chairman, as he looked in Buenos Aires in* 1929.

JWT international network. From the beginning the agency staffed its overseas offices with top-flight U.S. admen who were well indoctrinated with Thompson operating procedures. This represented a dear investment of an advertising agency's principal asset, but old-timers at JWT point out that Mr. Resor has always been ready to make investments to improve the agency's service.

"In the foreign field," Jim Young says, "Mr. Resor saw that American advertisers needed a service then not available through foreign agents and would increasingly need it as America became more and more world-trade minded."

Sam Meek, in London, directed the colonizing in the eastern hemisphere. Henry C. Flower, who joined JWT in 1928 and who is now the agency's other vice-chairman, supervised the invasion of Latin America.

■ Jim Young and John Reber went to Europe in 1927 with a team of seven men recruited from U.S. offices, each destined to be the head of a new office. Mr. Flower went to South America in 1929 with another team. Among the luminaries in this group of Thompson colonizers were such men as Henry Stevens, Henry Stanton, Kennett Hinks, Phil Richardson, George Richardson, Arthur Farlow, Russell Pierce and Harry Gordon. There was even a traffic man from the New York office, Sam Weber.

Jim Young remained in Europe for three months, helping to organize the new offices. After returning to the U.S. he left the agency to teach at the University of Chicago, returning to Thompson later as a parttime consultant, a position he still holds.

■ Henry Flower remained in Latin America only long enough to get offices going in Argentina, Uruguay and Brazil. Russ Pierce and Art Farlow were installed as co-managers in Buenos Aires, and

WORKING FOR LEVER—*Lux was the first product JWT obtained from Lever Bros.; this Lux ad was done by the London office in* 1933.

they built the shop into the leading agency in Argentina. Harry Gordon held the reins in Sao Paulo; he moved to Argentina in 1935, when Messrs. Pierce and Farlow returned home. Mr. Farlow is now the Kraft backstop in Chicago.

Mr. Flower remembers returning to New York in 1929 on the day the stock market took its severest plunge. He was then placed in charge of Thompson's old Wall Street office, and, in 1931, when Sam Meek returned from London, Mr. Flower went to Paris, where he had regional responsibilities on GM and JWT affairs. Another JWTer who went over to Paris about the same time was Julian Watkins, who was later to write "The 100 Greatest Advertisements."

■ While General Motors was the main stimulus of this international expansion in the late '20s and early '30s, the JWT offices abroad had—and took—the opportunity to serve many other clients. Pond's and Kodak were handled immediately by most of the offices. Other early international clients were J. B. Williams, Kellogg, Wrigley, Horlicks (out of London) and the two companies which later became Standard Brands—Royal Baking Powder and Fleischmann's.

KENNETT HINKS, *now senior representative on Lever Bros. in New York, as he looked when he was manager in Berlin.*

In Latin America, one of the first important pieces of business obtained was Swift & Co., which had major meat-packing operations in Argentina and Uruguay. The big Berlin office, managed from 1929 to 1932 by Ken Hinks (now the senior man on the Lever account in New York), serviced GM, Pond's, Kodak, Quaker Oats, Yale & Towne and such local accounts as Alpina watches, Telefunken and Max Reinhardt Productions.

■ It was the international surge that helped to vault Thompson into first place in advertising agency volume. When the Resor administration began in 1916, Thompson was the nation's fourth-ranking agency, with billings of $3,000,000. By 1924, Thompson was running neck and neck with N. W. Ayer and Lord & Thomas in the $15,000,000-$20,000,000 bracket.

All three front-runners shot up rapidly in the next five years. Ayer billed $32,500,000 in 1929 and $38,000,000 in 1930. Lord & Thomas rose to its alltime high of $50,000,000 in 1929. Thompson billed $37,000,000 in 1929, with international billings accounting for $5,000,000 of the total.

JWT edged ahead of the depression-hit Ayer and L&T shops during the '30s. By 1943, Thompson had reached the $60,000,000 mark, with international contributing $10,000,000. The No. 2 agency then was Young & Rubicam, with U.S. billings of $43,000,000—$7,000,000 behind Thompson's domestic volume.

■ Thompson's international billings of $10,000,000 in 1943 reflected largely the success of its London operation, headed after 1931 by Rae Smith, an American brought from New York by Mr. Meek, and two British admen, William Hinks and Douglas Saunders. Mr. Smith was chairman of the British company until his death in 1946.

Advertising activity on both sides of the Atlantic was curtailed during the depression years. It was a time of belt-tightening, frequent account shifts and demands by advertisers for reduced agency commissions.

JWT, sticking to its guns, did well in this difficult period. In London, attractive accounts such as Scott & Bowne, Carter Products, Reckitt & Colman, John Dickinson, Whitbread beer, Bradford Dyers and Kellogg all entered the shop. The late Harold Stansbury, another American adman who worked for JWT in London until his death in 1955, described this period as follows in Britain's *Advertising Review:*

■ "But in the end the depression proved a blessing in disguise. Worried advertisers overcame their distaste for an 'American' agency and came to JWT in despair. The agency had an opportunity to show what it could do in conditions of bitter competition. In 1933 the slump was very deep, but 1933 was a boom year for JWT."

Douglas M. Saunders, the current chairman of the British company, attributes these depression period gains to Thompson's ability to draw upon the resources of the parent company. He points out that the improved techniques in American advertising—new type faces, use of photography, better reproduction, market research studies—were quickly made available to London, giving JWT a decided edge on its British competitors.

Thompson, for example, was the first agency in Britain to make large-scale use of market research. It established the British Market Research Bureau in 1933 to serve clients; and clients of other agencies, having nowhere else to go, were also serviced. A separate division of the London company, BMRB remains today the largest market research operation in the United Kingdom.

■ While London prospered in the '30s, other JWT international offices found the going rough. The depression forced General Motors, along with other U.S. auto makers, to retrench sharply. In 1929, when the U.S. automotive industry had its first 5,000,000-car year, exports totaled 665,257 cars—a peak never again reached. By 1932, total U.S. vehicle production had skidded to 1,331,860, and exports had dwindled to 114,176.

GM began to close down assembly operations in many countries. The worldwide arrangements with JWT were terminated, and with the exception of a few places (notably Latin America), Thompson did not retain any GM business—not even in Britain, Germany or Australia, where General Motors moved into full-scale local production. One inheritance of this relationship remains: JWT-Antwerp still handles GM advertising for the Benelux countries.

■ As a result of the GM cutbacks and the worldwide economic depression, Thompson had on its hands a flock of unprofitable offices. It was forced to dispense with them. Henry Flower, headquartered in Paris, was in charge of "operation closedown" in the European area.

Warsaw, discontinued in April, 1931, was the first office to go;

GEORGE RICHARDSON *and his wife sail for Europe in* 1927. *Mr. Richardson, now a vp in New York, managed the Warsaw office.*

Egypt was also shuttered that year. The Madrid and Port Elizabeth offices were closed in 1932. Bucharest and Barcelona were discontinued in 1933, Stockholm in 1934 and Copenhagen in 1935. The Berlin office remained open until the Nazis made things too tough.

In some cases, the office (but not the name) was offered to local employes; the Berlin staff, for one, accepted. In Sweden, JWTers were instrumental in the formation of the agency, Tessab, which was Thompson's cable address.

■ In South Africa, following the shutdown of Port Elizabeth, employes opened a J. Walter Thompson office in Johannesburg under their financial control. JWT-New York acquiesced in this arrangement (in fact, it supplied the financial credit), and it still holds today—the only instance where an agency bearing the J. Walter Thompson name is locally owned. Thompson says it has a contract guaranteeing it policy control over South African operations. Still, South Africa is the only place in the world where you will find a J. Walter Thompson office handling hard liquor accounts for any considerable length of time. It has had Black & White scotch since 1932.

On the other side of the world also, contraction followed the collapse of the GM business and the deteriorating economic situation. The office in the Dutch East Indies was closed in 1931, as was Wellington; neither was ever reopened. Melbourne was forced to close in 1932. However, Bombay and Sydney were able to continue—on a reduced scale.

■ The depression hit Australia with particular severity, leaving the advertising business in the doldrums. In 1935, when Samuel Dobbs was sent out from New York to become Sydney manager, JWT was down to about 15 people and a handful of accounts.

The Australian economic picture—and JWT's—took a turn for

PHIL MYGATT, *now a vp in New York, as he looked in Australia in* 1938.

the better after Mr. Dobbs' arrival. Within three years the staff doubled, and Melbourne was reopened as a contact office. As was the case in London, Thompson in Australia benefited from a ready access to new American advertising techniques.

Radio advertising had become an important medium in the U.S., and Thompson's broadcast department, under John Reber's direction, was in the thick of it, with soap operas, "Lux Radio Theatre," "Chase & Sanborn Coffee Hour" and other programs. In 1938, Mr. Meek dispatched Philip Mygatt from John Reber's department to Australia, where he was able to show advertisers how radio could be fully exploited. One result: In 1939, JWT was appointed to handle radio advertising for Lever Bros. in Australia. Prior to that time, Lever had been content to place all of its Australian advertising through its house agency, Lintas.

■ In 1940, when Mr. Mygatt returned home, he was replaced by another broadcast man from the states, Stanley Quinn. Today, Phil Mygatt is in New York as one of the representatives on Lever; Mr. Quinn is also in New York, as a television producer.

Other important accounts added in Australia during Mr. Dobbs' tenure were Eveready, Wrigley and Kraft. When he left in 1941, JWT had a staff of more than 100 and was well on its way toward the top rung in the Australian agency world. A measure of JWT's acceptance in Australia was the election of Mr. Dobbs as president of the Australian Assn. of Advertising Agencies in 1939.

Mr. Dobbs, now in New York as the senior representative on Standard Brands, got back to the U.S. around Pearl Harbor Day. He was replaced in Sydney by Lloyd R. (Deke) Coleman, who had for-

STRAIGHT-LINE ADVERTISING IN PENNSYLVANIA FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and PENNSYLVANIA FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because PENNSYLVANIA FARMER is printed by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

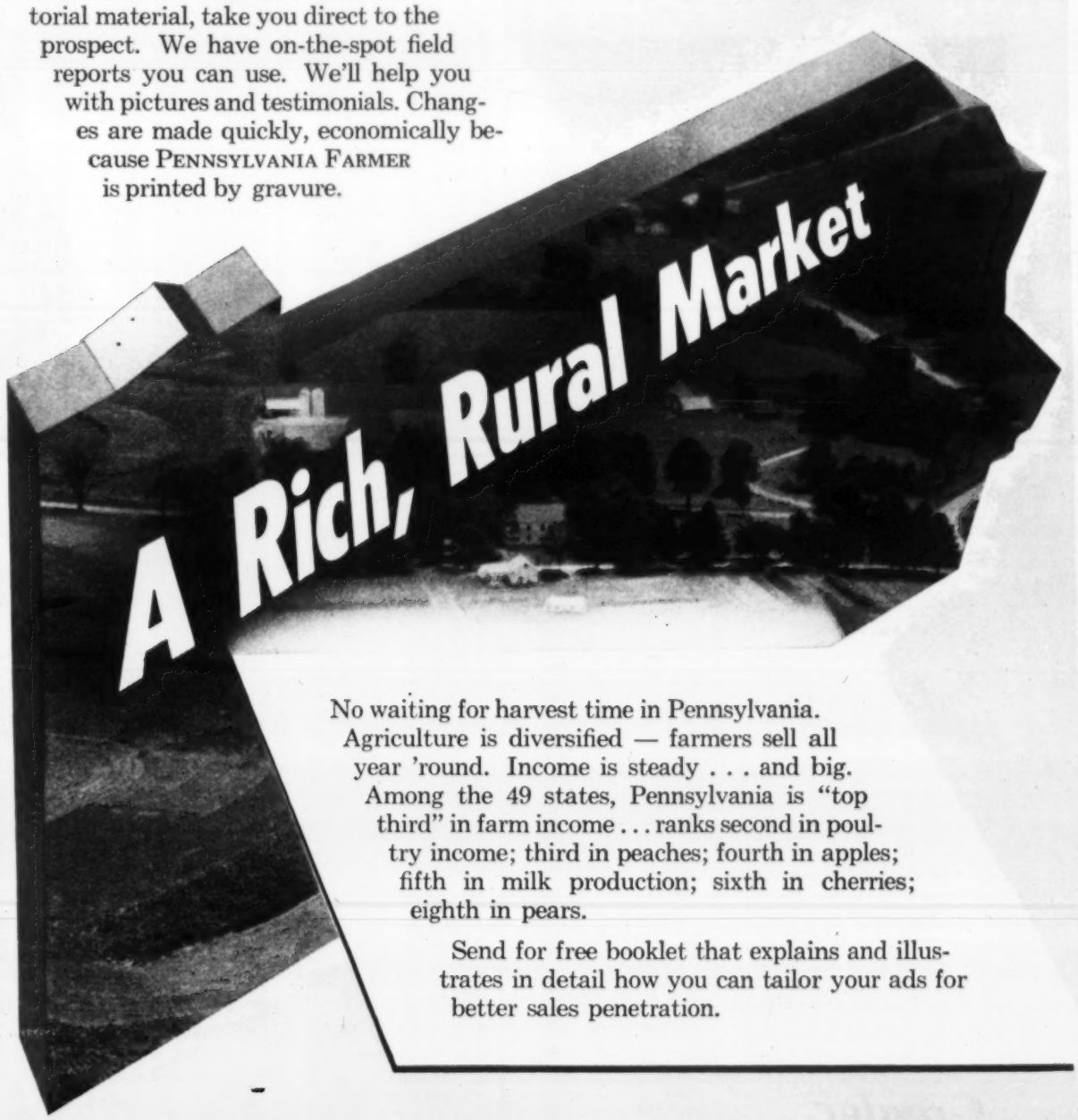
1 Local pictures

2 Local testimonials

3 Local prices and terms

4 Local dealer listings

5 Local coupon returns



No waiting for harvest time in Pennsylvania. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Pennsylvania is "top third" in farm income . . . ranks second in poultry income; third in peaches; fourth in apples; fifth in milk production; sixth in cherries; eighth in pears.

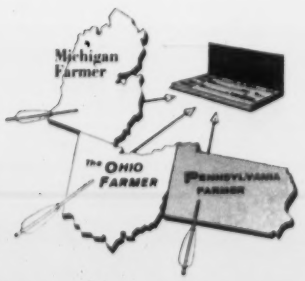
Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

Pennsylvania Farmer

Harrisburg, Pennsylvania

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and MICHIGAN FARMER.*

merly been assigned to London, Antwerp and Paris, and who escaped from Paris with the JWT cashbox and records four days before the Nazis occupied the city on June 14, 1940. Mr. Coleman is still in Australia.

■ J. Walter Thompson learned by the hard knocks of experience the ins and outs of operating internationally. The agency which looks so solid today opened 23 offices between 1927 and 1932 and closed 13 of them by 1935. From the General Motors experience JWT learned the expensive lesson that it takes more than one big client to guarantee successful operations abroad. The *first* requirement, of course, is to have clients with business in foreign markets.

However, Jim Young points out: "The Thompson company learned early in its foreign experience that the American type of agency service could only be conducted profitably in countries where there was a certain minimum relationship existing among three factors, namely: total population, literacy rate and income level."

TESTIMONY—*This Kraft ad was done in London in* 1929.

Even in countries where this minimum relationship was satisfied, Thompson encountered numerous problems. It was in the position of introducing a whole new set of operating rules for an industry, and it would be surprising if it had not met resistance.

■ The chief problem, in country after country, centered on gaining acceptance for agency compensation of 17.65% on the net. JWT advanced this standard in countries where clients were accustomed to commissions of 5% or 10%, almost always sweetened by rebates or secret rates from media.

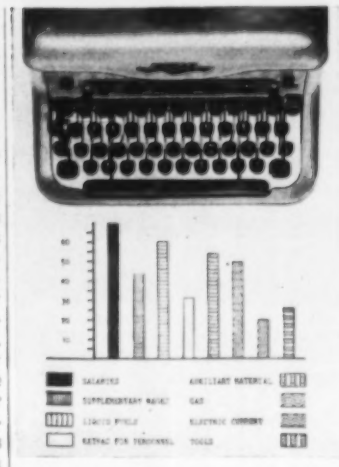
Jim Young tackled some of the problems on the frequent trips he made abroad with his family during the '30s. He traveled to Australia and investigated the failure of the office there to make money. He visited Europe every year from 1935 to 1939, stopping each time at JWT offices.

These visits by Mr. Young and others helped JWT to maintain liaison with overseas offices and to strengthen the outposts' main claim—that they offered the best current American practices to local clients.

■ Billings are not the only measure of Thompson's performance abroad. The measuring rod it prefers is the one which assesses the lasting contributions it has made to the advertising industries of the various nations. If the systems operating today in many different parts of the world follow the American prototype, JWT deserves no small part of the credit.

Sam Dobbs likes to tell the story of the dinner he was given before leaving Australia. A publisher who attended this affair commented: "I still don't understand this 17.65%, but I understand there's a man in New York called Stanley Resor who can explain it all." #

(This is the first of three articles on the international operations of J. Walter Thompson Co.)



NEW—*A promotion piece shows the Chart-Typer; samples of its work are reproduced below the machine.*

Continental Office Machines Imports New Chart-Typer

NEW YORK, Feb. 24—Continental Office Machines has acquired exclusive distribution rights to the Chart-Typer made by Siemag Feinmechanische Werke GMBH, West Germany.

The new machine, according to Continental, enables any typist to type the most complex chart material. The keyboard has a normal upper case alphabet and figures. Instead of lower case letters, however, the machine has 27 different chart symbols. A simple-to-adjust attachment, Continental says, permits the typing of charts on any kind of chart paper, accurately scaled and aligned.

Information is available from Continental, 500 Fifth Ave., New York 36. #

Hoyt Promotes Four: Adds Clopay Corp.

Robert H. Dingwall, vp, and Peter H. Nicholas, vp in charge of research and marketing, have been elected directors of the Charles W. Hoyt Co., New York. Frank A. Whipple, with the agency 33 years and a director for the past 29 years, and Robert W. Mickam, with the agency 19 years and a director for the past 14 years, have been elected honorary directors.

Clopay Corp., Cincinnati, has appointed Hoyt to handle advertising for its window shade and plastic roll division, effective April 1. Fairfax Inc. previously handled the account.

Creative Process Is Examined in New Book

"Creativity: An Examination of the Creative Process," edited by Paul Smith, president of Calkins & Holden, New York, has been published by Hastings House ($4.95). The book is "a complete report of the third communications conference of the Art Directors Club of New York."

The book covers the nature of the creative process, the mechanics of creativity, creativity in marketing and the organization of creative talent, among other areas of creativity.

Hanes Elects Grace Colombo

Grace Jones Colombo, vp in charge of advertising, styling and public relations of Hanes Hosiery, New York, has been elected a director of the parent company, Hanes Hosiery Mills Co.

Pacific Outdoor Boosts Durkin

Tom Durkin, formerly head of the sales promotion department of Pacific Outdoor Advertising Co., Los Angeles, has been named administrative assistant to the vp in charge of sales.

Say . . . what about San Jose?

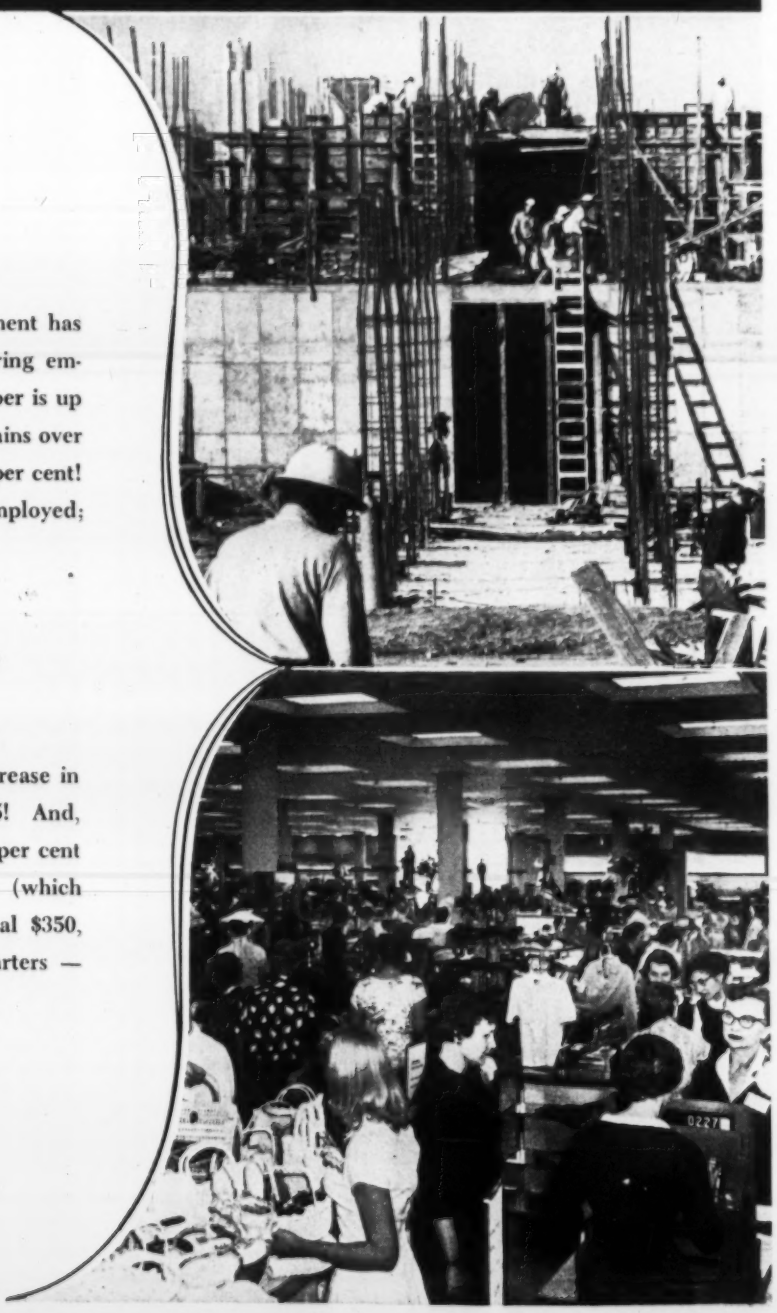
Growing Employment

Since 1955, April total employment has soared 30 per cent; manufacturing employment, 50 per cent—September is up 24 and 42 per cent. And 1958 gains over 1957 range from three to eight per cent! (Sept. 1958 — 211,300 total employed; 64,500 in manufacturing).

Equals . . . . . .

Sales gains — a 24 per cent increase in taxable retail sales since 1955! And, despite an early '58 slump, one per cent over '57. Taxable retail sales (which exclude food and gasoline) total $350,787,000 for '58's first three quarters — more than all of '54!

Greater Sales

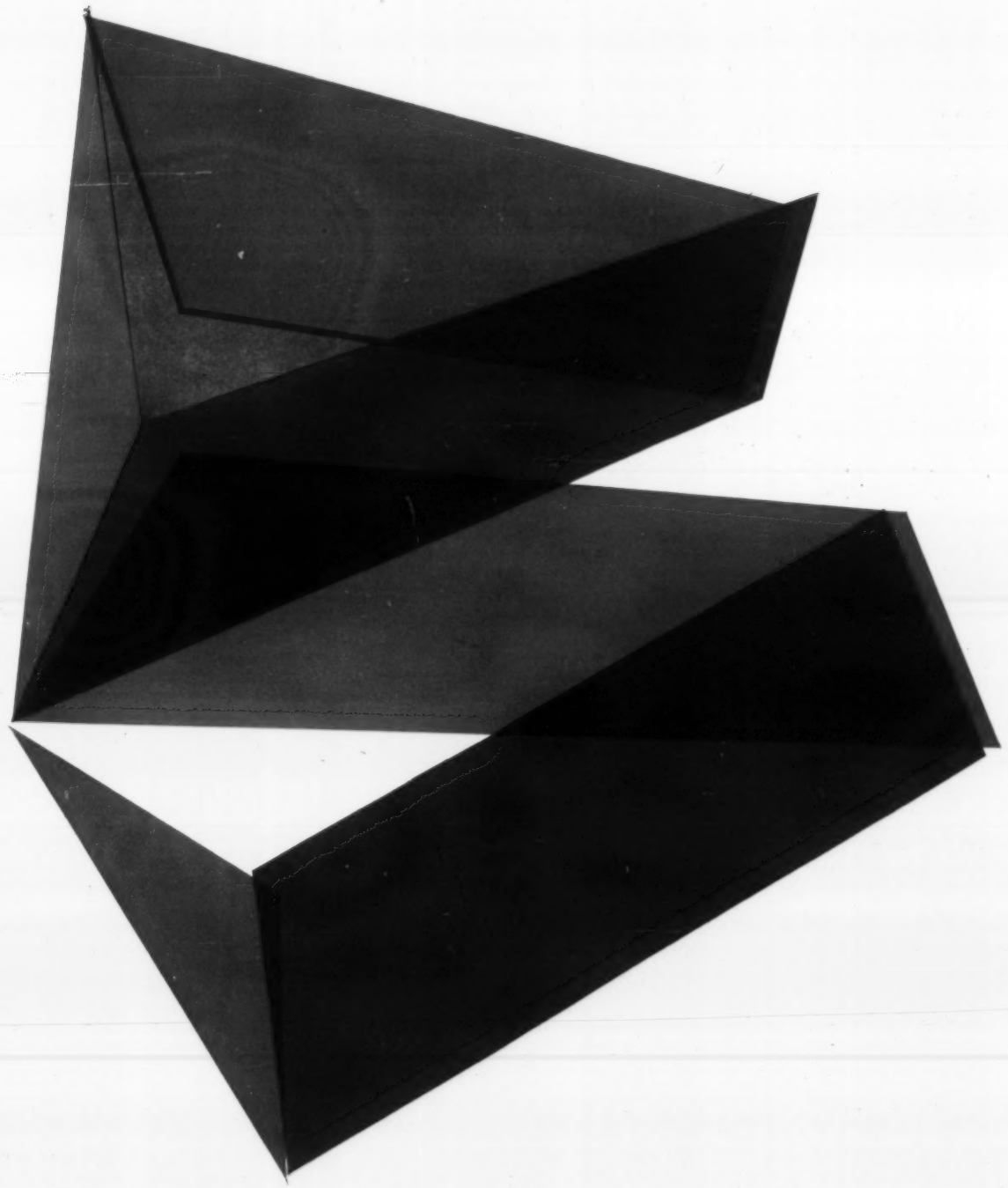


And prime sales-clincher in Metropolitan San Jose is the San Jose Mercury and News — the ONLY way to reach the 'growingest' market's 160,000 families!

SAN JOSE
Mercury and News
A RIDDER NEWSPAPER

Represented Nationally By **RIDDER-JOHNS,** Inc.

Member of Metro Sunday Comic Network. Now with Parade, Too!



The New Yorker is designed to **stimulate** action, make things happen.*

*One ad in one issue brought write-ins from all 49 states and 16 foreign countries. It was the talk of the trade.

George Burbach, 75, Retired Exec of KSD, 'Post-Dispatch,' Dies

PALM BEACH, FLA., Feb. 26—George M. Burbach, 75, retired general manager of KSD and KSD-TV, St. Louis, died here while vacationing on Feb. 21. He had been in ill health the past two years and had suffered several heart attacks.

Noted as a tv pioneer in St. Louis, Mr. Burbach retired Jan. 1, 1958, after 44 years with the *St. Louis Post-Dispatch* and its radio and tv stations.

Born in St. Louis, Mr. Burbach began his business career with the old *St. Louis Republic* in 1900. He joined the Munsey newspapers as national advertising manager in 1913 but left this job nine months later to become advertising manager of the *Post-Dispatch*.

■ In 1933, he became general manager of KSD, while holding his post as advertising manager of the *Post-Dispatch* until 1941.

Mr. Burbach became interested in tv while in England in 1936 and pioneered in this field in St. Louis when he opened KSD-TV on Feb. 8, 1947.

He was elected a director of the Pulitzer Publishing Co. in 1922, and in 1940 he became secretary of the company.

ISAAC R. LOUNSBERRY

PALM BEACH, FLA., Feb. 24—Isaac R. Lounsberry, 61, a pioneer in the radio industry and retired president and general manager of the old WGR Broadcasting Corp., Buffalo, died yesterday.

He headed WGR radio operations from the time he founded the corporation until his retirement and disposal of the business five years ago. The facilities were purchased by WGR-TV Corp.

Mr. Lounsberry was both a locally and nationally prominent figure in radio. His interest in the communications medium dated back to 1912. He later took a job with the DeForest Radio Telephone Co., High Bridge, N. Y., and became the personal understudy and research assistant to Dr. Lee DeForest, radio research pioneer.

■ In 1922, Mr. Lounsberry constructed and installed WMAK for the Johns-Manville Co., Lockport, N. Y. He served as consulting engineer for WMAK until 1925. The station was merged with three others—WGR, WKBW and WKEN—in 1928, to become part of Buffalo Broadcasting Corp.

For more than a decade, Mr. Lounsberry headed the Columbia Broadcasting System's affiliates advisory board, and had been active in CBS affairs. #

VISUAL VENTURE—*Industrial Acceptance Corp. is using photos of wishful window shoppers to push its Merit Plan instalment buying. The campaign is running in Canadian magazines. Vickers & Benson, Montreal, is the agency.*

Wanted: Current, Up-to-Date Market Data for AA Readers

ADVERTISING AGE is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 12th consecutive year in the April 20 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,650 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for more than 72,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1958, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before April 1, 1959.

Market data material scheduled for publication before Sept. 1, 1959, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches ADVERTISING AGE before April 1. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

'American Salesman' Opens Pages to Advertising

American Salesman, New York, national pocket-size monthly established in 1955, will accept advertising effective with its May, 1959, issue. The base rate (one b&w page, one time) will be $1,000, with a 100,000 circulation guarantee. Application has been made for membership in the Audit Bureau of Circulations.

The publication has issued its first rate card in the standard form recommended by the American Assn. of Advertising Agencies.

Allstate Not New in Sears

Allstate Insurance Co., a subsidiary of Sears, Roebuck & Co., sells several kinds of insurance over the counter at Sears stores. To this insurance policy range, Allstate is now adding personal accident, sickness and hospitalization insurance. The Feb. 16 issue of ADVERTISING AGE erroneously implied that the personal accident, sickness and hospitalization policies were the first insurance policies Allstate has offered through Sears stores.

SAAA Elects Hamilton

Jack Hamilton, Alert Advertising Co., Galveston, has been elected president of the Southwestern Assn. of Advertising Agencies.

Swedish Exporters Unite in Using New Over-all Trademark

MALMO, SWEDEN, Feb. 23—A "Sweden seal," designed to be used as an integral part of the artwork in pamphlets, advertisements and sales promotion pieces, and an over-all trademark certifying the origin and quality of Swedish products sold outside Sweden, has been adopted by the Export Advertising Group of the Swedish Advertisers' Assn.

The symbol was first displayed at the Berlin exhibition in early 1958 by Swedish State Railways. It is now being used extensively in connection with foreign advertising and promotion of Swedish goods and services.

The "E-group" of Sweden, consisting of some 40 sales and advertising managers representing a large majority of the important exporters of Sweden—from jets to glassware—was organized three years ago to help in coordinating export advertising, exchanging information and ideas, etc.

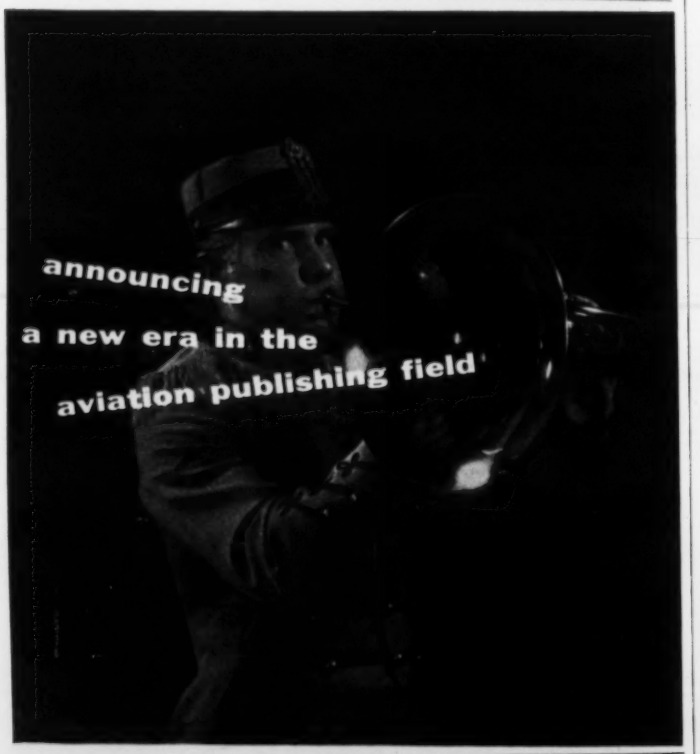
It is the subject of an article in the current edition of "Figures," international review of Addo Sweden, edited by Nils O. Melin and published in five languages. #

Nordenberg to Stineway Drug

Seymour Nordenberg has been appointed exec vp of Stineway-Ford Hopkins Drug Co., Chicago, a subsidiary of General Stores Corp. Mr. Nordenberg most recently was director of sales, advertising and merchandising of Sealy Inc., national bedding manufacturer.

Cook Joins Needham

Richard Cook, formerly ad manager of John Wiley & Sons, has joined Needham & Grohmann, New York, as a copywriter.



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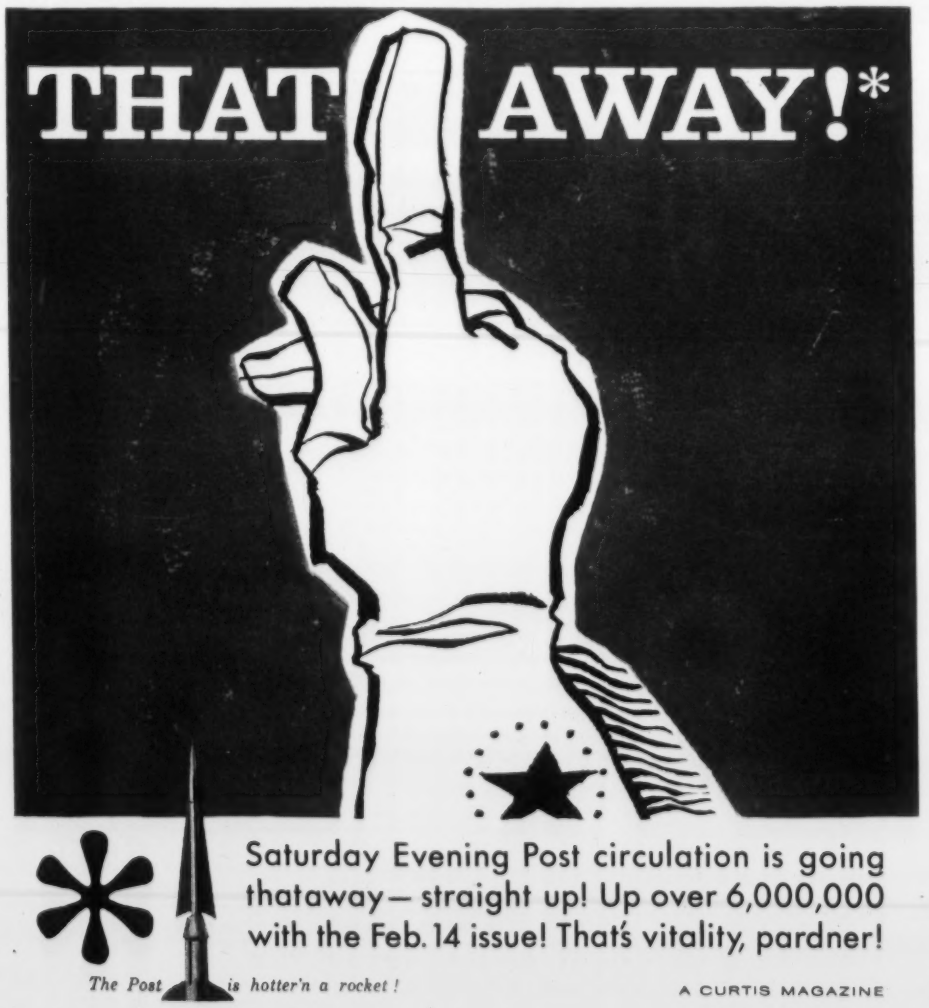

THAT AWAY!*
Saturday Evening Post circulation is going thataway—straight up! Up over 6,000,000 with the Feb. 14 issue! That's vitality, pardner!
The Post is hotter'n a rocket!
A CURTIS MAGAZINE

Best Seller in NORTHWESTERN OHIO and SOUTHERN MICHIGAN, because:

Here is a formidable coalition of magazine prestige and color, newspaper penetration and selectivity.....

the EXTRA dimension of great newspapers...

LOCALLY EDITED GRAVURE MAGAZINES

Akron Beacon Journal
Atlanta Journal and Constitution
Columbus Dispatch
Denver Post
Houston Chronicle
Indianapolis Star
Louisville Courier-Journal
Newark News
New Orleans Times-Picayune, Dixie-Roto
Phoenix Arizona Republic
St. Louis Globe Democrat
Toledo Blade

12 of the best of the 52 Home Edited, Gravure Magazines by which you can reach any part or all of the nation

Stanley Expands Offices

Stanley Publishing Co., Chicago, has expanded its general office floor space by about 20%—adding an additional 1,000 sq. ft. on the tenth floor of the Manhattan Bldg.

TARGET FOR SALES

METROPOLITAN MEMPHIS

Of the 9* Major Southern Metropolitan Markets Memphis is 3rd in consumer spendable income per household.

...and 3rd in retail sales per household

"To Sell the South You Must Sell Memphis."

*SRDS 11-15-58

THE COMMERCIAL APPEAL MEMPHIS PRESS-SCIMITAR

SCRIPPS-HOWARD NEWSPAPERS

'Substantial Movement' Favors Censorship of Mass Media, Fund for the Republic Says

NEW YORK, Feb. 24—The Fund for the Republic has released a study which indicates that a "substantial movement" favoring censorship of mass media is gaining ground in this country.

The study was made for the fund by Dr. Charles Winick, social scientist, who formerly taught and conducted research at Massachusetts Institute of Technology, Columbia University and New York University.

Dr. Winick attributes the increase in censorship activities to four main reasons:

• **1.** The advocacy of some type of censorship by what he called "respected intellectuals." As an example of this group, he cited Walter Lippman and quoted this statement from the columnist: "Believing as I do in freedom of speech and thought, I see no objections in principle to censorship of the mass entertainment of the young ... the risks to our liberty are ... less than the risks of unmanageable violence."

• **2.** Concern over a 50% increase in juvenile delinquency in the postwar years. This, the social scientist noted, has "led a number of congressional and other legislative committees to examine the culpability of the mass media."

• **3.** Worry over the fact that Russia is using the worst U.S. films, tv shows, books, dramas, etc., as material for anti-American propaganda.

• **4.** The "watchdog" functions provided by influential national and local organizations. Among those mentioned by Dr. Winick were the National Organization for Decent Literature and the General Federation of Women's Clubs.

■ Dr. Winick noted that a "number of government agencies have approved the work of these groups and it has been suggested that continued vigilance of such voluntary activities has helped to stave off government censorship.

"Censorship has powerful organizational enemies, but it also has powerful organizational friends. There is apparently a growing trend toward organized social control over media and this may presage a reinterpretation of the historical American attitudes toward censorship."

Dr. Winick found television more buffeted by outside pressures than other mass media. "A study of network and station program practices suggests that television is a fairly accurate mirror of the more conservative values in our society," he wrote. "As a result, the medium has difficulty in treating many subjects that have been artistically rewarding in other media. A medium so hedged about with restrictions cannot have the powerful negative effects that its critics attribute to it. On the other hand, it does not have the liberating effect that the other arts at their best have traditionally provided for their audiences.

■ "There is a long tradition of freedom from censorship in printed materials and the theater in America. These media would never accept the kind of editing that television takes for granted and that unquestionably affects the quality of the material produced. Nevertheless the comparisons between the media (to television's disadvantage) and the criticism that television censors have reduced the level of television art and are destroying the taste of the public cannot be accepted unreservedly. The general public has seldom shown any great interest in high art. After all, the 15 leading best-selling books published since 1895 are made up of seven novels by Mickey Spillane, three inspirational volumes, two other novels ('God's Little Acre,' 'Gone with the Wind'), two cookbooks and one baby book.

"Inter-media comparisons are always difficult, but in all probability television regularly presents proportionately more high-level, non-kitsch content (kitsch, according to Mr. Winick, is a word used in art criticism to denote corn) than any other mass media."

■ One section of the report is devoted to the impact of advertising on content; this section deals almost exclusively with the subject as it relates to tv.

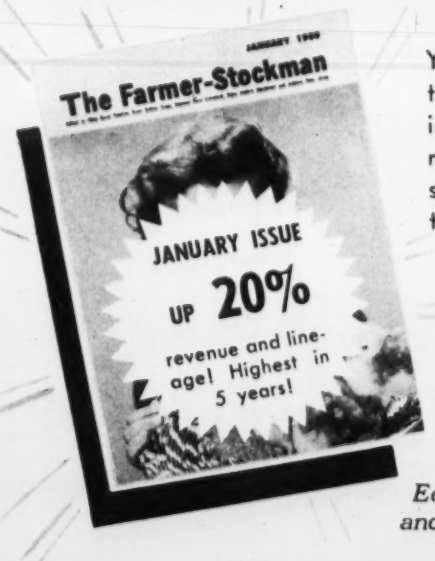
Among the types of tv ads nixed by the networks, according to the report, are one about a "blue rose" that turned out to be a red rose that turned blue as it died; a beer commercial with non-fattening claims; a real-estate pitch with an implication of a minority-group exclusion; a spot that compared a laxative action to a freight train going to a roundhouse.

Dr. Winick said stations not subscribing to the NAB code "appear to be the chief offenders in the type and frequency of advertising content used" while subscribing networks and stations watch the content more assiduously.

■ On the question of sponsor control over program content, Dr. Winick concluded that "it is reasonable to assume that advertisers will exercise as much control over program content as the network or station will permit. There are many examples of situations in which a sponsor or his advertising agency acted to change the content; some of the changes have been minor; some, important. Sponsors or agencies almost never interfere with news or public affairs programs and there have been cases in which programs of this type contained material that could hardly have made the sponsors overly pleased. The sponsor's control over program content is an area where an unflattering evidence of such control is likely to be heavily publicized, but it is also an area where probably the great majority of the examples of sponsor interference have never been publicized because they have never become known. The audience suffers all the more, for it cannot know what it might have seen if a sponsor had not interfered." #

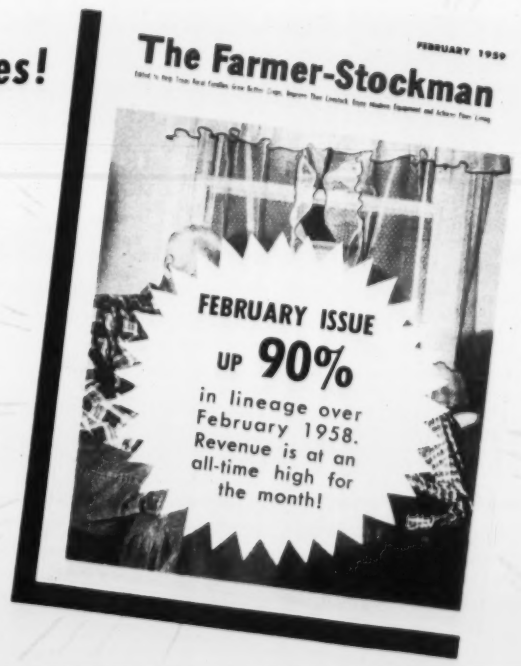
BUSINESS IS GOOD IN THE SOUTHWEST!

Here's how advertisers are using The FARMER-STOCKMAN to increase sales!



You, too can take advantage of this opportunity to increase sales where business is good! Call, wire or send your space reservations today!

CIRCULATION is up to 436,476 paid subscribers, also an all-time high!


FEBRUARY 1959
The Farmer-Stockman
FEBRUARY ISSUE
UP 90%
in lineage over February 1958. Revenue is at an all-time high for the month!

Edited separately for Texas and separately for Oklahoma!

OFFICES

400 N. Michigan Avenue, Chicago 11, SUperior 7-6145
420 Lexington Avenue, New York 17, MUrray Hill 4-3340
4321 N. Central Expressway, Dallas 5, LAkeside 1-3121
500 N. Broadway, Oklahoma City 1, CEntral 2-3311

The Farmer-Stockman
OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

EWRR Gains VCA Line as Rexall Sells One, Buys One

Rexall Drug Co., Los Angeles, has sold its VCA Laboratories subsidiary, New York, to Lanolin Plus, Chicago. The new owner has already moved the VCA product line—including Rybutol, Super-Rybutol and Juvenal—out of Rexall's agency, Batten, Barton, Durstine & Osborn, Los Angeles, and into Erwin Wasey, Ruthrauff & Ryan. The sale did not include Intracel, a penetrating analgesic, which Rexall retains and plans to market through Tested Products Corp., St. Louis.

Rexall, meanwhile, has acquired its third plastics company in a year with the purchase of Chippewa Plastics Inc., Chippewa Falls, Wis. Chippewa's sales last year amounted to $3,741,000. Last fall Rexall also bought Chemtrol Co., Lynwood, Cal., and Tupper Corp.

Allen Joins John Shaw as VP, Account Supervisor

Charles J. Allen has joined John W. Shaw Advertising, Chicago, as vp and account supervisor on Red Heart dog foods and Morrell meats. He also will be a member of the agency plans board.

Charles J. Allen

Mr. Allen formerly was a vp of McCann-Erickson, Chicago, where he was an account supervisor.

action

"Buying action takes place when a businessman is convinced that a new product will lower his costs by doing a better job. Our specialized motor trucks are designed to operate at low cost... delivering full pay loads in minimum time. We find business publications the most efficient way of distributing this news quickly and effectively... resulting in buying action."

J. N. Bauman, President, The White Motor Company

ACTION—*Consistent* advertising is an economical, action-inducing sales stimulant... a vast, moving vehicle delivering your messages to the greatest number of prospects in the shortest time. More than one million men-of-decision in today's leading growth industries subscribe to McGraw-Hill publications. You can influence their buying action by *concentrating* your advertising in those McGraw-Hill publications that serve markets representing your major growth areas.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

They're Nearing Post for Sixth Running of Mail Pouch Tobacco's Derby Day Contest

(*Continued from Page* 2)

and Mutual networks.

This year marks the company's sixth annual promotion of its Derby Day contest. A total of 500 merchandise prizes will be awarded. The winner of the grand prize will get a bay thoroughbred colt sired by Oil Capitol, winner of 19 stake races. The company will pay all expenses for board and training of the prize colt to July 1. It will also provide the winner with two choice seats for the 1959 Derby, plus hotel room for four days and $1,000 in cash for expenses.

The winner has to name the colt in not more than 16 letters nor more than three words and submit with his or her entry or entries (there is no limit) the front of the outer wrapper from any of Kentucky Club's nine brands of tobacco. Entries may be sent on plain paper or on entry blanks obtainable at retail tobacco stores or on coupons published with ads. The contest is judged by Reuben H. Donnelley Corp.

■ This year's advertising program, which will start March 8 and run through the remainder of the month, is the largest since the contest was started in 1954 (AA, Jan. 11, March 22, '54). Since the beginning of the contests, the advertising has been handled by Charles W. Hoyt Co.

J. R. McCormack, assistant to the president and account executive at the Hoyt agency, explained some of the details involved in holding a contest of this type.

The colt is bought at the thoroughbred auctions held in August at Saratoga Springs, N. Y. Ted Atkinson, well-known jockey, and L. K. Haggin, a thoroughbred trainer, of Lexington, Ky., select the colt, which is turned over to Mr. Haggin.

Preliminary stages of the contest start in January at salesmen's meetings held by the company. Initial advertising for dealers and distributors also starts in January in *Tobacco Leaf, U.S. Tobacco Journal* and *Western Tobacconist*, in addition to the National Turf Dailies, which include the *New York Morning Telegraph* and six editions of the *Daily Racing Form*.

■ Salesmen go out on the road and talk up the contest, and distributors and dealers are supplied with point of sale materials promoting the contest and with entry blanks. Incidentally, salesmen and dealers also participate in the competition, the awards based on a point system. The five with the highest point average get a free week's trip to Florida apiece.

Advertising goes into high gear via newspapers, supplements, magazines and radio March 8. Some of it will extend to April 6, the day the contest closes. The judging is then done, and the prizes are awarded on the day of the running of the Kentucky Derby—May 2 this year.

Despite the fact that only 15% of the men in this country are pipe smokers, Mr. McCormack said, the number of entries has been substantial. In 1958 the total was 560,000; in '57 it was 532,000; in '56 it was 546,000.

Of a sampling of 50,000 entries analyzed last year, it was found that 32.1% were from magazines and newspapers (in effect, clipped coupons); 43.8% were printed entry blanks supplied by the company and distributed by retailers, and 24.1% of the entries were submitted on plain paper.

What do the winners do with the colts they win?

• In 1954, the filly that was offered was won by a policeman's widow in Massachusetts. The woman raced her for three or four years, and then sold her.

• In 1955, another filly was offered. She was won by a Cincinnati linotype operator, who kept the filly a couple of years and then sold her.

• In 1956, the colt that was offered was won by an Arkansas college professor, who kept it a few months and then sold it. The colt is still racing.

• In 1957, the prize colt was won by a housewife in San Francisco. She kept it, but the colt died a few months later, and she collected the insurance.

• In 1958, a Pasadena, Cal., housewife won the prize colt. She still owns it, and it is a stablemate of Silky Sullivan.

Every time one of the prize colts races the company gets a little publicity bonus, Mr. McCormack said.

■ A point that should be noted,

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

New
on the Strength
in Delaware

Sindlinger & Company—independent analysts of people's actions and reactions to products and media—interviewed 12,688 Delaware Valleyans in the course of continuing surveys used by leading manufacturers, advertising agencies and media. Among questions asked were several relating to newspaper reading habits here. The Inquirer asked that the raw data, still unprocessed, be tabulated from the Sindlinger files. The facts below were uncovered from the year-long study completed on March 31, 1958.

On an average weekday in Delaware Valley:

Daily Inquirer delivers	*Daily Bulletin delivers*
1,352,000 total adult readers	1,358,000 total adult readers
720,000 adult male readers	661,000 adult male readers
632,000 adult female readers	697,000 adult female readers

On the same average weekday in *suburban* Delaware Valley:

Daily Inquirer delivers	*Daily Bulletin delivers*
680,000 total adult readers	506,000 total adult readers
350,000 adult male readers	244,000 adult male readers
330,000 adult female readers	262,000 adult female readers

he added, is that although the Derby Day contest is the big splash of the year for the company's advertising, its ads are not limited to the contest. During the remainder of the year Mail Pouch features its nine brands (Kentucky Club mixture, London Dock, Whitehall mixture, Willoughby Taylor, Brush Creek, Donniford. Crosby Square, Pouch mixture and Kentucky Club) in *Outdoor Life, Playboy, Sports Afield, Sports Illustrated, The Saturday Evening Post* and *True*.

The big thing about the contest, he said, is that it has made many of the company's regional brands nationally popular. It has thus helped to step up sales on a national scale more quickly than probably could have been done any other way. #

KTUL Invites Tulsa Listeners to Air Views on Repeal

KTUL, Tulsa radio station, has embarked on a campaign to determine Oklahomans' views on the liquor issue, currently a top area of controversy and interest throughout Oklahoma. Entitled, "The People Speak on Repeal," the feature program will play recorded statements of listeners, alternating between the pros and the cons regarding the repeal of the section in the Oklahoma constitution which has made Oklahoma dry since statehood.

In 1949, by means of an initiative petition the people voted on the question and kept the state dry by a slim majority. For the first time in the state's history the legislature has passed a bill authorizing such an election. The vote will be held April 7, 1959.

Whitson & Murray Named to Publish 'Anchor-Age'

The Georgia Ports Authority has contracted with Whitson & Murray & Associates, Savannah, Ga., to publish a monthly magazine, *Anchor-Age*.

The magazine will be the official publication of the authority. According to Owen J. Murray, executive, the magazine will be produced without cost to GPA.

Mottl Forms Charles Mottl Inc.

Charles A. Mottl has formed a new corporation, Charles A. Mottl Inc., which continues the operation of the former Mottl & Siteman Advertising Agency, Los Angeles. The agency was a partnership until Lee Siteman left last fall to join Kenyon & Eckhardt. Officers of the new corporation are Mr. Mottl, president; Lealand E. Risk, vp; Nancy Ripley, secretary and treasurer.

Korn Adds Camden Beverage

Camden County Beverage Co., Camden, N.J., brewer of Camden beer and Lord Camden ale, has appointed J. M. Korn & Co., Philadelphia, to handle its advertising. Nemarow Advertising, Vineland, N.J., formerly handled the account.

Light of Newspapers Valley, U.S.A.

In Delaware Valley suburbs, The Inquirer covers 62.8% of adults who read a major Philadelphia daily (Bulletin: 46.7%). In the suburbs, 578,000 adults read The Inquirer exclusively—they do not read the Bulletin. (Bulletin exclusively: 404,000). The suburbs account for 57% of the market's total retail sales! Beyond Philadelphia's city limits, people make more, spend more . . . and read The Inquirer more. Doesn't it make sense to start with the newspaper whose un-duplicated readers live in the richest part of the market? Then your first choice in Delaware Valley must always be . . . The Inquirer.

For all the facts, all the figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,352,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

BUYING DETROIT AND SOUTHEAST MICHIGAN?

NOW! WXYZ-TV

YOUR BEST BUY IN MICHIGAN IS NOW A BETTER BUY THAN EVER!

NEW TOWER!
tallest TV tower in southeast Michigan

NEW POWER!
blanketing an even larger area with a powerful signal

NEW AUDIENCE!
wxyz-tv adds new viewers running into the hundreds of thousands

NEW COVERAGE!
wxyz adds scores of suburbs, towns and cities

Now transmitting from the heart of America's fifth market . . . center of Southeast Michigan's population shift!

This huge 1,073 ft. tower permits WXYZ-TV to blanket a larger area than ever with a powerful signal . . . adding hundreds of thousands of viewers to its coverage area! now WXYZ-TV serves more people, better!

BROADCAST HOUSE—10 Mile and Northwestern, 14 miles northwest of central Detroit

WXYZ-TV CHANNEL 7 DETROIT ABC

Represented Nationally by BLAIR-TV

McCulloch Plans Scott Drive in 3 Florida Areas

Marine products division of McCulloch Corp., Minneapolis, will send a dozen or more snowbound salesmen from northern states to Florida to conduct three concerted consumer sales drives through local dealers for its Scott outboard motors. Dates for the campaigns, dubbed "Operation Snowbird," are Feb. 23 to March 3 in Miami, March 4-10 in Tampa and St. Petersburg, and March 11-17 in Orlando and Winter Haven.

Local advertising will include newspapers and radio spots in each market, plus point-of-sale material in dealer showrooms, where open houses will be held. Free boat rides, plus a drawing for a boat, motor and trailer, will be featured in each area. Batten, Barton, Durstine & Osborn, Minneapolis, is the agency.

Pennsylvania Bill Asks More Longevity for Whisky, Beer

Several bills designed to control the sale of liquor in the state have been introduced in the Pennsylvania house of representatives, including one which would prohibit the advertising of whisky as such unless it is at least four years old.

Other measures would prohibit bar sales on certain religious holidays, change the minimum size of beer bottles, and require that beer be aged at least 90 days before being placed on sale.

PRINTING BUYERS

FACTS—about roll-fed offset printing

- Paper in rolls costs less
- Prints 4 times as fast
- Prints 2 sides in one operation
- Prints and folds on press
- Two colors at single-color prices

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
FRanklin 6-6175

Announcing

Your Golden Opportunity to Increase Sales!

THOMAS REGISTER

50th ANNUAL EDITION

- The 50th Annual Edition will exceed any previously published, both in comprehensiveness, scope and value to its paid subscribers.
- It offers a sales potential unmatched in buyer-seller traffic, unequalled in sales producing inquiries ...booming in direct buying action. 50,000 items of 12,500 manufacturers will be on display.
- Schedule YOUR products for front line attention now.

Thomas Publishing Company
461 Eighth Ave. • New York 1, N. Y.
ABC ABP

Industry's No. 1 Marketplace of Buying Action!

Probe Upholds Charge British '21' Was Rigged

LONDON, Feb. 24—An independent three-month investigation has upheld charges of rigging on the British tv show "Twenty-One."

Stanley Armstrong, a 42-year-old waiter who had competed on the quiz show, claimed last October that he had received answers in advance (AA, Nov. 10).

Sir Lionel Heald, a former attorney general who conducted the investigation, reported last week that Mr. Armstrong's charges were "true in substance."

Sir Lionel also described the producer of the show, bearded Canadian Bob Kesten, as "highly imprudent."

■ According to the Heald report, which was published here by Granada Television, Mr. Kesten twice discussed the programs with Mr. Armstrong "in considerable detail" before going on the air. This was his practice, "to make the game more interesting."

Mr. Kesten said that during one of these prebroadcast interviews he was stricken with a painful stomach cramp and left Mr. Armstrong alone with the program files.

The Heald report said "ample evidence is available" to prove that on Oct. 21, some two and one-half hours before "Twenty-One" went on the air, Mr. Armstrong had a telephone conversation with a newspaper tv critic, in which he predicted the substance of all 10 and 11-point questions which would be asked in the movie category.

■ The report absolved Granada, the program contractor which originated the show, from any blame. It pointed out that Mr. Kesten was an independent contractor and that no responsible officer of Granada knew of his procedure.

HANDY—*Fairmont Foods Co. is topping its cottage cheese cartons with a new dial-a-salad lid which gives recipes for six salads. A newspaper, tv and radio campaign introduces the lid in Fairmont's 27-state sales area. Allen & Reynolds, Omaha, is the agency.*

"Twenty-One" first appeared on British tv last July and quickly became one of the most popular programs on the independent television network. It was dropped shortly after the rigging charges were made and Granada said it had no intention of bringing it back, although it will continue with its other quiz shows, including "Criss Cross Quiz," a British version of "Tic Tac Dough."

Mr. Armstrong, whose charges sparked the inquiry, was eventually defeated on "Twenty-One" and retired with an $84 consolation prize.

As a result of the furor raised by the rigging charges, the Independent Television Authority is enforcing stricter codes on British quiz shows, which now hand out about $140,000 annually in prizes. ITA asked the program companies three months ago to "bring under meticulous review" arrangements for conduct of giveaway shows.

■ Labor members of Parliament, who have been attacking the ITA recently for its alleged failure to stop commercials in so-called "unnatural program breaks," seized on the Heald report as a further example of the "scandalous weakness" at the top of commercial television. Under ITA rules, commercials must appear only in "natural" program breaks.

Christopher Mayhew and Donald Chapman, two labor MPs, charged in Parliament that the ITA lacks an adequate monitoring staff, giving "clear opportunities" for breeches of the tv code by commercial tv companies. #

Transcontinent Takes Over Marietta Stations

Transcontinent Television Corp., New York, is completing negotiations to take over the ownership and operation of the Marietta Broadcasting stations. Transcontinent owns four tv and two radio stations in the East, while Marietta owns two tv and one radio station in California. The transaction is subject to FCC approval.

Sets 'Chris Jingle' Drive

Rexall Drug Co., Los Angeles, will build its 1959 Christmas promotion around Chris Jingle, an animated deer. He will be used to tie together an eight-page four-color spread in *This Week Magazine* Nov. 30 in which 26 manufacturers will participate, each with a quarter-page ad. National drawings for a free trip to Europe and local drawings for other prizes are planned along with display materials and point of sale promotion pieces.

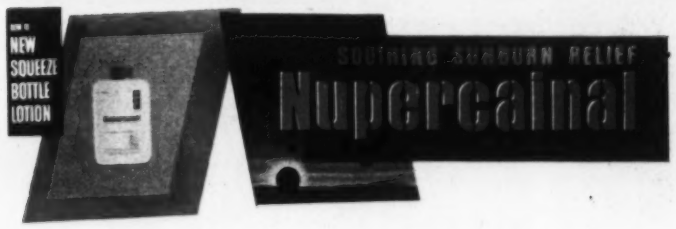
That whooosh you heard on Feb.14 was The Saturday Evening Post's circulation. It zoomed up over 6,000,000! There's a name for the solid propellant behind reader demand-Vitality!

The Post is hotter'n a rocket!

A CURTIS MAGAZINE

Light Thief PATENTED

Four patent claims on the construction and application of the display device known as the "Light Thief" have been granted to Einson-Freeman Co., originators of the display.



The principle of "Light Thief" is a fluorescent plane angled to reflect light through a translucent surface. The display appears to be lighted, but has no light source of its own; involves no wiring, bulb or outlet. It costs much less than the simplest, independently lighted display.

"Light Thief" has high visibility, utilizes heretofore unused space, stays up a long time, is easy to install. And has shown sales increases for a wide variety of products.

"Light Thief" has been used by Gillette blades, Tempo cosmetics, Bell & Howell cameras, Parke Davis, Jim Beam whiskey, Dixon pencils, and others. For details phone, wire or write

Einson-Freeman Co., Inc.

The soonest with the smartest in display

Starr & Borden Avenues, Long Island City, N. Y.

VIDEOTAPE™

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

Armour Buys Pfaelzer

Armour & Co., Chicago, has purchased Pfaelzer Bros., Chicago, purveyor of meats to hotels, clubs and restaurants throughout the U.S. Operations will continue as The Pfaelzer Bros. division of Armour, under the direction of the three Pfaelzer brothers, Monroe, Ellard and Leonard. The business of Illinois Packing Co., Chicago, controlled by the Pfaelzer brothers, is not included in the transaction.

T-L Promotes Schlesinger

Paul Schlesinger has been named a contact supervisor of Tatham-Laird, Chicago, and will work on Procter & Gamble's Mr. Clean detergent, which he formerly serviced as an account executive.

Information for Advertisers

"Advertising/Miami/1959," a comprehensive directory of advertising facilities in Dade County, Fla., has just been released. The 48-page publication, produced by the **Advertising Club of Greater Miami,** contains some 500 listings of those affiliated with the advertising industry in the Greater Miami area. Some 57 different advertisers will be represented in the directory. The directory is being distributed without cost to all major advertisers in Dade County, every advertising agency in Florida, and 200 agencies throughout the U. S. Some copies will be available at $2 each and can be obtained by writing Charles H. Whitebrook at Bishopric/Green/Fielden, 3361 S. W. Third Ave., Miami 45.

• **Playboy** is offering a slide-rule calculator which shows information on *Playboy* and other magazines. Starch consumer magazine reports are the principal basis for data on the market characteristics. Write to the advertising department, *Playboy*, 232 E. Ohio St., Chicago 11.

• **Modern Medicine** also has a slide rule calculator which permits the advertiser to see at a glance the cost per interested doctor for his ad at a 24-page rate. The calculator employs the Readex reader interest rating. *Modern Medicine* is located at 84 S. Tenth St., Minneapolis 3.

• **The Nebraska Farmer,** P. O. Box 511, Lincoln 1, has released its 1959 "Buying Intentions Survey." It shows the buying intentions of Nebraska farmers in seven categories for both the home and for farming operations. #

'Salesman's Handbook' Tells Who, When, How of Selling

"Direct Selling Handbook," by Roy Alexander, has been published by Prentice-Hall, Englewood Cliffs, N.J. Mr. Alexander, who heads the New York office of Philip Lesly Co., presents 40 ways to find customers, and tells how and when to sell. He also tells how to use six kinds of in-the-home sales calls and describes eight principles that apply in selling to business men in their offices.

Price of the 244-page book is $4.95.

Simmons Forms New Unit

W. R. Simmons & Associates, New York, has formed a new subsidiary, National Survey Services Inc., to provide research services to companies and advertising agencies "which have their own research departments and prefer to retain control over the design and analysis of their own research projects."

SOMETHING MISSING

...LIKE CALIFORNIA *WITHOUT*
THE BILLION-DOLLAR
VALLEY OF THE BEES

✓ Actually, total effective buying income of more than $2.9 billion
✓ More people than each of 18 entire states
✓ Not covered by San Francisco and Los Angeles newspapers

For daily reading material, people in California's pleasant and prosperous inland valley select their own daily Bees. Shoreline newspapers simply don't have anything for them. Tell these receptive people about your products and services in the three Bees; it's the only way to concentrate your message here.

Data source: Sales Management's 1958 Copyrighted Survey

• THE SACRAMENTO BEE
• THE MODESTO BEE
• THE FRESNO BEE

McCLATCHY NEWSPAPERS
NATIONAL REPRESENTATIVES... O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts... bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

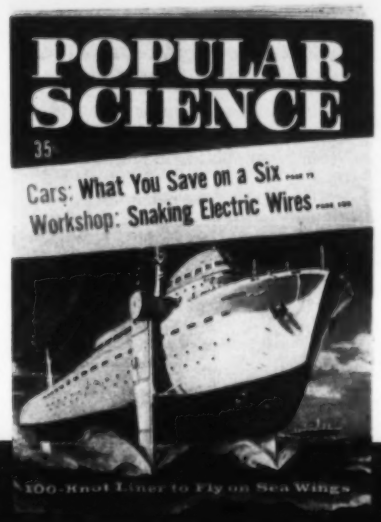
WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

Two Records Smashed In Single Month!



CIRCULATION GOES TO 1,550,000 ...AD REVENUE NOW HIGHEST IN HISTORY!

Popular Science circulation soars to all-time record high in February, 1959—more than 1½ million*! Tops January, 1959 high of 1,375,000*! Biggest 1st quarter advertising revenue to date!

Proof again of the fast-growing reader and advertiser response to Popular Science Monthly—vivid commentator on the exciting new age in which we live. For the reasons behind this burgeoning success, weigh these facts:

Popular Science Has Recognized Editorial Vitality

Popular Science interprets the sweeping changes of our time in terms of everyday life. From atomic fallout to attic flooring, this is the magazine that sifts the astonishing new facts of applied science . . . spells out their important meaning for an eager, idea-seeking audience.

Beyond the magazine itself, you will find further evidence of Popular Science editorial vitality and timeliness in the coveted honors bestowed by experts. The annual Benjamin Franklin Magazine Gold Medal and Scroll Award for outstanding editorial achievement. The prized School Bell Award of the National Education Association for distinguished editorial service.

Popular Science Has New Flair for Dramatic Presentation

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*Publisher's estimate

POPULAR SCIENCE *Monthly*

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Based on this amazing editorial vitality and dramatic approach, Popular Science has risen to new heights of circulation and advertising revenue . . . and still goes higher!

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E. T. Gibson, Former Exec of GF, Market Research Corp., Dies

NEW YORK, Feb. 24—Edwin T. Gibson, 74, retired exec vp of General Foods Corp. and chairman of Market Research Corp. of America, died yesterday at his winter home in Savannah, Ga.

Born in Brooklyn, N.Y., Mr. Gibson was graduated from Cornell University in 1908 with a degree in law. He then joined the law department of American Sugar Refining Co. During World War I he served as head of Army procurement and later as a staff officer in Europe.

After the war he returned to American Sugar Refining, remaining until he became president of Brooklyn Cooperage Co. in 1926. He joined General Foods Corp. in 1933 and the following year was named president of its subsidiary, Frosted Food Sales Corp., distributor of Birds Eye frosted foods. He was named exec vp and a director of General Foods in 1956.

■ In 1943, Mr. Gibson was chosen "man of the year" by the National Assn. of Manufacturers.

After he retired from GF in 1952, he was appointed director of the American Assembly at Arden House, Harriman, N.Y., which had been founded by President Eisenhower while he was president of Columbia University, as a nonpartisan citizens' forum on public questions.

In 1953, Mr. Gibson was a deputy in organizing the mutual security mission directed by Harold Stassen, composed of 55 business men who made an on-the-spot survey of American foreign aid programs. During the Korean war he served as deputy defense production administrator.

Mr. Gibson was a director of the Merchants Refrigeration Co. and the First Federal Savings & Loan Assn. He was president of the Cornell Club of New York in 1946-48 and was named a trustee of the university in 1952.

NORRIS BULL

OLD LYME, CONN., Feb. 24—Norris Langdon Bull, 70, retired advertising executive, died at his Hawk's Nest Beach home Feb. 14, following an illness of about a year.

He headed his own advertising agency in Hartford for 30 years, moving to Old Lyme in 1933 and conducting the agency business from Old Lyme. Following business retirement, Mr. Bull was active in town affairs.

Author of numerous papers concerned with Connecticut archeology, Mr. Bull had made an outstanding collection of Connecticut Indian relics.

RALPH HORTON

DETROIT, Feb. 24—Ralph Horton, 71, former classified advertising manager of the *Detroit News*, died Feb. 21. He retired in 1953 after 15 years with the newspaper. Earlier in his career, Mr. Horton had been with the Curtis Publishing Co., Philadelphia, the *Cleveland Plain Dealer*, *New York Herald Tribune*, *Cincinnati Enquirer*, *Columbus Dispatch* and *Detroit Free Press*.

THOMAS E. RUDDEN

ST. PETERSBURG, FLA., Feb. 25—Thomas E. Rudden, 62, retired vp of Moloney, Regan & Schmitt, New York, newspaper representative, died here yesterday of arteriosclerosis at Mount Park Hospital. Until his retirement last year, Mr. Rudden lived in New York.

He was born there and served in World War I as a machine gunner. He joined Moloney, Regan & Schmitt in 1924 as a representative and remained with that organization throughout his business career.

Mr. Rudden was a member of the Knights of Columbus, the Metropolitan Advertising Golf Assn. and the Rear Guards, an advertising men's group, all of New York.

Beith Succeeds Stubbs in Gannett Publishing Shakeup

Robert B. Beith, executive editor of Guy Gannett Publishing Co., Portland, Me., has been appointed vp and general manager of the Maine newspaper chain. He succeeds Laurence H. Stubbs, who has left active management but will continue as a consultant. Roger C. Williams, vp and publisher, has resigned. The publisher title has been assigned to Mrs. Jean Gannett Williams, president of the company.

In other personnel changes, Paul S. Blumer, general manager of the *Kennebec Journal*, Augusta, and Howard N. Gray, general manager of the *Waterville Sentinel*, have been named vps, and F. E. Cousins, managing editor of the *Portland Evening Express*, has been promoted to administrative assistant. Gerald A. Kilbride has been promoted to assistant advertising director of the *Portland Press Herald*, *Express* and *Sunday Telegram*.

Crowell-Collier Net Is Up

Crowell-Collier Publishing Co., New York, reported 1958 net income for the company and its subsidiaries of $4,320,729, compared with $3,689,305 in 1957. Net sales for 1958 were $29,107,663, as compared with $28,851,887 for 1957. Because of the net operating loss carryover arising from previous operations, it has not been necessary for the company to provide for federal taxes on income, Crowell-Collier said.

Want News? Information?

Call on Burrelle's for clippings from daily or weekly newspapers (on national, sectional or local basis) magazines, trade papers. All read in one reading room. Staff of 250. Our service is PROMPT . . . THOROUGH.

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PRESS CLIPPING BUREAU
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14 E. Jackson Blvd., Chicago 4, Ill. — WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46
Phone OLdfield 6-0304

Moffats to Make and Market Norge Appliances in Canada

Norge division of Borg-Warner Corp., Chicago, and Moffats Ltd. have entered into an agreement whereby Moffats will manufacture and market Norge appliances in Canada, effective March 1. Norge refrigerators and laundry equipment will be produced at Weston, Ont., under a license arrangement with Norge.

Moffats is already a manufacturer of electric and gas ranges in Canada—and says it is the largest such Canadian manufacturer. Its lines also include dishwashers, room air conditioners, water heaters and heating equipment.

Bates Names Seven Senior VPs

Ted Bates & Co., New York, has advanced seven vps to senior vps. Promoted were Thomas J. Carnese, general manager; Edward A. Grey, media director; William A. O. Gross, an account group head, who was also elected treasurer of the agency; William E. Hatch, comptroller; Walter W. McKee, senior vp in charge of marketing operations, and Dan Rodgers and Allen M. Whitlock, account group heads. Messrs. Carnese, Grey, Rodgers and Whitlock are also directors of the agency.

Four Join Holtzman-Kain

Robert Mondlock, formerly a senior copywriter of Montgomery Ward & Co.'s catalog sales promotion division, and Hayes Smythe, previously a copywriter of Ross Roy Inc., Chicago, have joined the copywriting department of Holtzman-Kain Advertising, Chicago. Additions to the agency's art department include Ralph Stuart, formerly assistant retail ad manager of Magnavox Co., Fort Wayne, Ind., and Donald Dohnalek, who served as art director of Wieboldt Stores, Chicago.

Circulation of U. S. Dailies Dips 225,000, Ayer Directory Says

PHILADELPHIA, Feb. 24—For the first time in seven years, the circulation of daily newspapers in the U.S. was smaller in 1958 than in the preceding year, according to the 91st annual edition of N.W. Ayer & Son's "Directory of Newspapers & Periodicals."

Combined circulation of English-language dailies is now 56,695,787, representing a drop of almost 225,000 under the average of the previous year. The decrease reflected the loss in circulation due to strikes in several large cities, and the fact that many papers were forced by rising costs to increase per copy prices, Ayer found.

The nation's evening papers had a daily circulation of 34,187,797, up 7,797. Morning newspapers declined 253,786 to a total of 22,273,214. The nation's eight all-day dailies increased to a total of 236,125. The increase reflects the fact that the *Natchez Times* switched from evenings-only to all-day operation. However, in February, 1959, this daily reverted to an evening schedule again. Sunday newspapers lost 173,121 in circulation, for a total of 46,631,755.

■ Information in the Ayer directory covers more than 21,000 newspapers and periodicals of all types published in this country, its territories, Canada, Bermuda, Panama and the Philippines.

For the second year in a row, the number of newspapers increased last year. Counting both English-language and foreign-language dailies in this country there are now 1,493 evening dailies (up 12), 354 morning papers (down 2), 584 Sunday (up 26) and seven all-day dailies (same as 1957). #

O&B Opens Philly Office

O'Ryan & Batchelder Inc., which assumed the Philadelphia Transportation Co.'s transit advertising franchise last November (AA, Nov. 24, et seq), has opened Philadelphia sales offices at 1528 Walnut St. President and general manager of the new operation is David Kevis, formerly local and national sales representative for the former Philadelphia transit advertising operator. Other sales personnel in the new office are J. Warner Evans, Howard W. Garman, Eugene V. Mayer, Clinton J. Oschwald and Phillip Weil.

Rumrill Promotes Two

Joseph H. Radder, manager of creative services of Rumrill Co., Buffalo, has been named administrative assistant to James G. Wells, vp of the agency, and Gene Novak, copy chief, has been promoted to creative director of the agency.

Many Happy Returns!

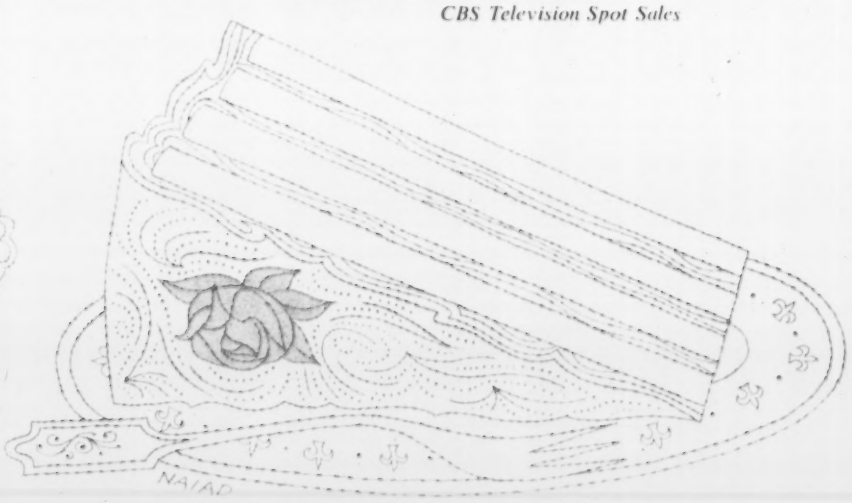
(from ARB, Nielsen and Pulse)

All three rating services agree: it's been a terrific first year for KMOX-TV as a CBS Owned station. Month after month, returns from ARB, Nielsen and Pulse show that Channel 4 is St. Louis' favorite station.

Just look at the latest ARB, for example. KMOX-TV's share of audience (up 29% in a single year) is now 37% greater than the second station's and 86% greater than the third station's. In addition, KMOX-TV rings up more quarter-hour wins . . . more top-rated station breaks . . . more station breaks with a 20-or-over rating than the other stations combined. And KMOX-TV has 7 of the top 7 multi-weekly shows (local and network) . . . 6 of the top 10 network shows . . . and all of the top 5 local shows seen in the St. Louis area.

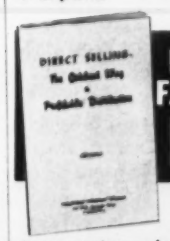
Help yourself to a man-sized slice of the rich St. Louis market on **KMOX-TV**

CBS Owned
Channel 4, St. Louis • Represented by
CBS Television Spot Sales



WHAT DO YOU KNOW about DIRECT SELLING?

. . . the $9½ Billion Industry Which Is Attracting More Companies Who Want a New, Fast, Inexpensive Way to Expand



FASCINATING FACTS BOOKLET FREE

If your product or service lends itself to *personal* selling and demonstration—whether in the home, office, store, factory, institution, etc.—it will pay you to investigate the booming DIRECT SELLING FIELD. Manufacturers and agency executives are often amazed to learn how easy and inexpensive it is to *move* merchandise in big volume through direct selling—in ALL 49 states and Canada. Send your letterhead for free copy of fact-filled booklet, "DIRECT SELLING—The Quickest Way to Profitable Distribution". It will prove an eye-opener! No obligation.

Salesman's OPPORTUNITY

CHICAGO, 650 N. Dearborn St., Chicago 10
NEW YORK, 60 E. 42nd St., New York 17
LOS ANGELES, 2412 W. Seventh St., Los Angeles 5

LEADER OF THE FIELD FOR 35 YEARS

VIDEOTAPE™

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX PRODUCTS DIVISION
CORPORATION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

Zenith Appoints Kubicek

Robert A. Kubicek, field sales manager of the hearing aid division of Zenith Radio Corp., Chicago, has been appointed to the new post of special assistant to E. M. Kinney, Zenith vp and general manager of the division. Mr. Kubicek is slated to develop an expanded public relations program aimed at selling the benefits of hearing aids.

'SEP' Boosts Rates, Base

The Saturday Evening Post will raise its rate base from 5,800,000 to 6,000,000 effective with its issue of Oct. 10, 1959. A one-time b&w page in the *Post* costs $25,285 under rates scheduled to go into effect with the April 11 issue and will cost $26,145 after Oct. 10. The one-time four-color page rate will go from $37,695 to $38,975.

Keyes, Martin Adds Optics

Projection Optics Co., East Orange, N. J., has appointed Keyes, Martin & Co., Springfield, N. J., to handle advertising for its line of opaque and overhead projection equipment.

Tombras Appoints Eaton

Arthur H. Eaton has been appointed copy director of Charles Tombras & Associates, Knoxville. He formerly was with Erwin Wasey, Ruthrauff & Ryan and Young & Rubicam.

MacManus Names Aides to Britton in Functional Revamp

BLOOMFIELD HILLS, MICH., Feb. 24—In connection with its consolidation of the marketing, media and research functions into one department and the appointment of Robert E. Britton as executive director of the consolidated operation (AA, Feb. 23), MacManus, John & Adams has named the following to assist Mr. Britton:

Robert J. Heckenkamp becomes media director, automotive, and supervisor of media administration; Kenyon M. Lee becomes media director, commercial products, and supervisor of media strategy; Charles W. Campbell becomes media director, consumer products, and supervisor of broadcast media. In addition, Henry Halpern, vp in the agency's New York office, formerly research and media director, has been appointed director of marketing-media-research of all New York-based accounts.

■ Commenting on the reorganization, Ernest A. Jones, agency president, said: "We believe that consolidation of these interdependent services is the logical and realistic answer to the problem of synchronizing marketing, media and research activities into an effective single mechanism to meet the complexities of modern sales efforts. The purchase of time and space no longer can be considered an independent function." ≠

Fyfe Succeeds Aspley as Dartnell Corp. President

Gordon Fyfe has been named president and chief executive officer of Dartnell Corp., Chicago, business research publisher, succeeding John Cameron Aspley, founder, who is retiring. Mr. Fyfe formerly was vp and sales manager of the company. Mr. Aspley founded the company in 1917. He established the Dartnell Sales Service, wrote the "Sales Manager's Handbook" and other books on sales, and established several publications, including *American Business* and *Sales Management*.

Other management changes include: Edward H. Shanks, exec vp, to board chairman; Milton O. Lundin, treasurer, to vp and general manager; Christopher M. Weld, special survey editor, to vp and secretary in addition to his present duties; Leslie L. Lewis, editorial director, to vp; Charles F. Johnson, editor of *American Business*, to president of Dartnell Publications, a subsidiary, while remaining as editor; and T. E. Meehan, in charge of production of the Dartnell Press, an affiliated company, to vp.

Esskay Boosts New Bacon

Wm. Schluderberg-T. J. Kurdle Co., Baltimore, is promoting its "new, improved" Esskay bacon with a $12,000 "Load O' Loot" contest in a five-state market. Newspaper spreads, radio and tv and point of purchase material are backing the promotion. The "loot" in the grand prize includes a new car, mink stole, diamond ring, sterling silver flatware, a year's supply of Esskay meats, household furniture and appliances. Entrants are asked to "think up one word that best describes . . . the bacon." VanSant, Dugdale & Co., Baltimore, is the agency.

Kihlstrum Named to NBP Board

Milton B. Kihlstrum, president and treasurer, Miller Publishing Co., Minneapolis, has been appointed to the board of directors of National Business Publications, Washington, to fill the unexpired term of Richard S. Kline, Gardner Publications, Cincinnati, whose company recently resigned as an NBP member.

AMERICAN AVIATION PUBLICATIONS
ANNOUNCES

airlift
the magazine of world air transportation

Beginning in April, AMERICAN AVIATION Magazine becomes **airlift**—the monthly magazine serving the world air transportation market. This is not only a change in title but an updating of editorial concept brought about by the evolution within the air age itself. **airlift** is edited for the worldwide commercial, military and corporate Air Transportation Industry. Feature articles are designed to interpret trends and developments. They highlight new products and equipment, operations, maintenance, communications, and engineering. **airlift** offers editorial coverage of *all* phases of the market concerned with transportation of people and goods by air.

Airlift—a Multi-Billion Dollar Market. With 25,000 circulation, **airlift** reaches men in management, engineering, operations, maintenance, overhaul and purchasing, in *all* segments of the Air Transportation market. This includes both domestic and international air carriers, supplemental and all-cargo carriers, military transport and logistics, airways and navigational facilities. Also business aircraft, terminal airports, helicopters and fixed base operators.

Airlift—Another "Market of the Future". airlift is a specialized magazine for a specialized market—world air transportation. It is not concerned with combat aircraft and weapons systems. Military interests aside from airlift are served by MISSILES AND ROCKETS, and ARMED FORCES MANAGEMENT—other American Aviation Publications serving "markets of the future" Sell the world air transportation market in **airlift** No other magazine serves this market directly.

air'lift, v.t. to transport by air

airlift
American Aviation Magazine Since 1937
AMERICAN AVIATION PUBLICATIONS, INC.
1001 VERMONT AVE., N.W. • WASHINGTON 5, D.C.
World's Largest Aviation Publishers

In Chicago, it takes 2 —
to get your message through

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to even half of your city and suburban prospects.

two daily newspapers to reach a majority of the MOST net unduplicated coverage, one of your two cago SUN-TIMES!

MEMO
This ad originally appeared in July 1952 and—
in 1959 as in 1952
it still takes 2 in Chicago
and one must be the
SUN-TIMES

CHICAGO
SUN-TIMES

LEADERSHIP in San Francisco

During 1958

THE SAN FRANCISCO EXAMINER

published over 40% more advertising than the second newspaper. The EXAMINER carried 29,185,416* lines of full-run advertising, while the second newspaper carried 20,448,585* lines, including part-run partial rate advertising.

*The above figures do not include the American Weekly, Puck, the Comic Weekly or This Week, Chronicle Comic Section

8,736,831

more lines than the second newspaper

1st in Daily Circulation
in Daily City Circulation
in Sunday Circulation
in Sunday City Circulation
in Advertising Daily
in Advertising Sunday

Retail Display
General Display
Automotive Display
Financial Display
Total Display
Classified
Total Advertising
Total Pages
Amusements (Ret.)
Amusements (Gen.)
Agriculture (Gen.)
Alcoholic Beverages (Gen.)
Liquor Stores (Ret.)
Bldg. Supp. & Contrs. (Ret.)
Clothing Stores, Men's & Women's
Clothing Stores Women's
Total Clothing Stores
Confections (Gen.)
Department Stores
Furniture & Household Stores
Furniture & Furnishings (Gen.)
Groceries (Gen.)
Hotels and Restaurants (Ret.)
Hotels and Resorts (Gen.)
Housing Equip. & Supp. (Gen.)
Industrial (Gen.)
Insurance Brokers (Ret.)
Insurance (Gen.)
Jewelers (Ret.)
Jewelry & Silverware (Gen.)
Medical (Gen.)
Miscellaneous (Gen.)
Professional (Ret.)
Publications (Gen.)
Public Utilities (Gen.)
Radio & T.V. (Gen.)
Shoe Stores, Men
Shoe Stores, Men's & Women's
Shoe Stores, Women's
Total Shoe Stores
Sporting Goods (Gen.)
Stationers (Ret.)
Tobacco (Gen.)
Toilet Goods & Beauty Shops
Toilet Requisites (Gen.)
Transportation (Gen.)
Wearing Apparel (Gen.)
Passenger Cars, New
Banks & Trusts Cos.
Stock & Bond Houses
29 More Classifications

The San Francisco EXAMINER

A HEARST NEWSPAPER • Represented Nationally by Hearst Advertising Service Inc.

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY OF The Fabulous Southwest

EL PASO...
ON THE GO AGAIN

El Paso was the 23rd City of the Nation in total Building Permits issued in 1958 and led the Nation in percentage of increase in Building Permits with a 97.3% GAIN over 1957.

This is a Fine Place To Do Business!

The El Paso Times
Morning and Sunday

El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Record 150 Agencies Merge in 1958; Overshadow 100 New Agencies

(Continued from Page 3)

failures with total liabilities of $857,000, an average of under $25,000 per agency. In 1957 D&B recorded 55 failures with total liabilities of $2,081,000—on the average, $38,000 per agency. In 1956 and 1955 exactly 31 failures were recorded each year, with the 1956 liabilities totaling $1,119,000 and 1955, $815,000.

December was the toughest month when four agencies went under with total liabilities of about $175,000.

Agency openings, closings, mergers, name changes and other reorganizations are reported in the columns which follow, month-by-month as recorded in the pages of AA. While not pretending to be a complete record of these activities, AA believes it to be the most comprehensive record in existence.

JANUARY

The year started off in full gear: Six mergers, nine new agencies, two agency name changes and two bankruptcies. Merged were Sven Thornblad Sales Engineering Co. into **F. P. Walther Jr. & Associates,** Boston . . . Fradkin Advertising into **Cole, Fischer & Rogow, New York.** Russell Fradkin changed his mind later in the year, unmerged . . . J. Howard Allison & Co. became the **Adams-Allison Co., division of Burke Dowling Adams Inc.** . . . Callaway Associates and Silton Bros. into **Silton Bros. Callaway Inc.** . . . Livingstone Porter Hicks into **Howell & Young,** Detroit . . . Biggest of the new agencies was **Advertising International Inc.,** an ambitious 12-office European project organized by hair-and-scalp-treatment millionaire Lynn R. Akers. It folded within six months . . . Other new shops were **Luella Cannam,** Boston . . . **Stolley Advertising,** New York . . . **Merritt-Manheimer** and **David L. Brody & Associates,** both in Chicago. . . **Lou Riepenhoff,** Milwaukee. . . **Ketters-Connors Co.,** Cincinnati . . . **Alliance Marketing Consultants,** Kansas City, Mo . . . **Avis Philbrook Associates,** Hollywood . . . A bunch of old pals got together at Carl S. Brown Co., which became **Brown & Butcher,** for Tom Butcher, new president and former exec vp of Lennen & Newell . . . and H. George Bloch Advertising Co., St. Louis, became **H. George Bloch Inc. . . Reed Advertising** was assigned for the benefit of its creditors . . . and **S. Duane Lyon Inc.** showed assets of $4,173 and liabilities of $54,112.

FEBRUARY

Honig-Cooper Co. acquired Dan B. Miner Co., became **Honig-Cooper & Miner,** at $14,000,000 billings the largest native West Coast agency . . . Abbott Kimball Co. merged into **Grant Advertising** . . . Locke, Johnson & Co. and Harold F. Stanfield Ltd., Toronto, merged to form **Stanfield, Johnson & Hill** . . . Marvin Gordon & Associates and Henry M. Hempstead Co., Chicago, merged to form **Gordon & Hempstead** . . . Picard-Marvin Inc. into **Richard La Fond Advertising.** . . Copley Advertising into **Robotham Advertising,** Boston . . . and Creative Marketing Associates into **MacFarland Advertising,** San Francisco . . . Among the new shingles: **Marshall Farley Associates** and **Schoen Coordinated Advertising, Joseph B. Rickard Associates,** all three in New York . . . **Harris & Weinstein,** Atlanta . . . **Pairan Advertising,** Denver. . . **Robinson, Carlson & Stassen,** Indianapolis . . . **Brewer & Mulcahy,** Hollywood . . . In New York, **Favre,** Pike & de Bang became **Pike & Becker,** Mohr Associates became **Mohr & Eicoff** and opened a Chicago office . . . Beverly Hills' Swafford & Co. became **Swafford-Mulle** . . . A bankruptcy petition was filed by **Shaw-Shon Inc.,** New York, listing assets of $16,466 and liabilities of $18,430.

MARCH

The Mayers Co. went against the current by withdrawing his agency as the Los Angeles division of Cunningham & Walsh, because of "autonomy" troubles . . . But Liller, Neal & Battle merged with Lindsey & Co., Richmond, to form **Liller, Neal, Battle & Lindsey** . . . The Counsellors Group merged into **Gresh & Kramer,**

The perfect accompanist for the star performer in Sales and Advertising

Sure!

You can operate a sales or advertising department *without* ACB Brand-&-Retailer Reports.

But *with* these Reports you can do a better job . . . better sales volume . . . lowered sales cost . . . less "wheeling and dealing" with your retail outlets and your field sales force.

These ACB Reports capture, tabulate and deliver every advertisement appearing in daily or Sunday newspapers in which a retailer mentions or features your brand, or, brands competing with your own.

You know exactly which of the 1,393 major city markets is dragging its feet or making good progress. You know how each retail merchant in any given town helps or hinders your brand with his advertising. And the information doubles in value as your salesman receives a duplicate of the ACB Report covering his own territory.

With these Reports, advertising can be integrated closely with sales. The curtain of distance that blocks your view of retail activity is lifted. You can keep currently informed of the changing schedules and advertising copy of your competitors at the retail market level.

More than 1,100 star performers in sales and advertising use ACB Reports. Full information without obligation by contacting office nearest you.

ACB's 48-page catalog describing its 14 Services sent free on request.

ACB

The ADVERTISING CHECKING BUREAU, INC.

New York (18) 353 Fourth Ave. • Chicago (3) 18 S. Michigan Ave.
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.
San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

Philadelphia . . . David G. Wolaver Advertising and Baldwin & Walker, Cleveland, formed **Wolaver & Baldwin** . . . **Howard L. Edsall** announced plans for a fee-basis-only agency run by management consultants . . . **Torobin Advertising** opened in Montreal . . . **Goeld Advertising** in Miami . . . **Crim-Thomas Agency,** Birmingham . . . **Maurer, Schuebel & Fleisher,** Washington and New York . . . **Seymour Greenwald** in Paterson . . . **Bud Solk & Associates,** and **Executive Advertising Inc.,** both Chicago . . . **Coy & Associates,** Detroit . . , **William D. Blake,** San Francisco . . . LJA Inc., New York, changed its name to **Petrick, Amandolare & Daynow** . . . Proebsting, Taylor, Chicago, became **Proebsting, August & Harpham** . . . Alfred Colle Co., Minneapolis, became **Colle & McVoy** . . . **John J. Robinson** closed his Cincinnati agency.

APRIL

Mergers, mergers, mergers, many on the West Coast. Carvel, Nelson & Powell, Portland, Ore., into **Compton Advertising** . . . **Grant Advertising** acquired Abbott Kimball Co., San Francisco, and Burke Co., Seattle . . . Julian R. Besel & Associates merged into **Van der Boom, Hunt, McNaughton,** Los Angeles . . . Bradford A. Evans & Associates with **Kemble Co.,** Santa Barbara . . . Edward de St. Maurice & Associates and **MacFarland Advertising,** San Francisco . . . Roland McCreary Advertising into **Griffith Advertising,** St. Petersburg . . . George W. Irwin disbanded his 11 year old **Irwin-Los Angeles** agency . . . **Burke Dowling Adams** and **Roy S. Durstine Inc.** terminated their West Coast reciprocal agreement "by mutual consent" . . . **Coe Advertising,** in Syracuse, closed . . . Madison Ave. expatriate **William M. Spire** opened his own Miami agency . . . **R. W. Bacon Co.** opened in Bloomfield, Conn. . . **Davidor Advertising** in New York . . . **Haughton Advertising** in Philadelphia . . . **Donn Advertising Associates** in Pittsburgh . . . **Robert Frame Advertising** and **Hipple, Irelan & Kinzer,** both in Dayton . . . **Guy Davis** in Chicago . . . **W. H. Long Agency** in Milwaukee . . . **Lester Public Relations & Advertising,** Houston . . . **Homer Groening** in San Francisco . . . Illinois Simmonds & Simmonds, Chicago, changed its name to **Tobias, O'Neil & Gallay,** opened a New York office . . . Allan J. Copeland Advertising, Chicago, became **Allan Copeland & Granitz.**

MAY

Kastor, Farrell, Chesley & Clifford merged with Hilton & Riggio, again later in the year with Atherton & Currier, emerged as **Kastor, Hilton, Chesley, Clifford & Atherton,** New York . . . Critchfield & Co., Chicago, merged and became the Chicago office of **Klau-Van Pietersom-Dunlap** . . . **MacFarland Advertising,** San Francisco, merged another, E. W. Shafer & Co . . . the uneasy alliance at **Gore Smith Greenland Co.** ripped asunder with exec vp Martin L. Smith and vp Leo Greenland forming **Smith/Greenland Co.,** New York . . . **Sherwood Agency** and **Jay Kaplan,** both New York, disbanded . . . **Perry-Brown Inc.,** Cincinnati, purchased Tom Talley Advertising . . . Lots of new agencies opened this month. Jack Lewi became a stockholder in a San Diego shop that became known as **Teawell, Shoemaker & Lewi** . . . **Allan Jack Lewis Inc.** opened in Washington . . . **Jack Dempsey,** of the same fame, in Chicago, in partnership with agency man George F. Florey . . . Harvey-Massengale Co. discontinued its Durham, N.C., office and **C. Knox Massey & Associates** took its place . . . **Shelton R. Houx**

This is Houston

A proud symbol of Houston's spirit is the majestic San Jacinto Monument . . . marking the site of Texas' victory in its battle for independence!

Yes, Houstonians think big and BUY big! And, when they think of buying, they look to The Houston Chronicle. That's why The Chronicle gets the biggest share of advertising placed in Houston newspapers . . . that's why in 1958 The Chronicle published more total advertising than any other newspaper in the Southwest, and more than both other Houston newspapers combined!

SOURCE: MEDIA RECORDS

THE HOUSTON CHRONICLE

Read by More Houstonians
Than Any Other Newspaper!

THE BRANHAM COMPANY — *National Representatives*

opened in Des Moines . . . **Bernard Cooper Advertising** in New York . . . **Edwin Hanft** took himself and some accounts out of David J. Mendelsohn Advertising, set up his own New York shop . . . ditto **Oreland Johnson** with Munsingwear Inc. women's hosiery division out of Bozell & Jacobs, Minneapolis.

JUNE

Reach, McClinton & Co. absorbed the Banning Co., Los Angeles . . . **Lennen & Newell** picked up Merchandising Factors, San Francisco . . . **Calkins & Holden,** ditto Seklemian & North in New York . . . C. B. Juneau and Allen & Marshall Advertising, on the West Coast, merged to form **Gage, Booth & West** . . . Much happened at Fletcher D. Richards Inc. The Brooke, Smith, French & Dorrance of the Pacific Coast and Harrington, Richards & Morgan division of Richards emerged as the **Harris, Harlan, Wood division, Fletcher D. Richards Inc.,** while Tandy Advertising and Fletcher D. Richards Inc., Toronto, became **Tandy-Richards Advertising . . . Barton Advertising** and **Cappels & Associates,** San Jose, unmerged . . . **Amos Parrish & Co.,** New York, filed a petition for reorganization. It owed $126,000 to 315 creditors . . . **Saul Hoffman Advertising** opened in Hartford . . . **Bolling Billboard Inc.** in Springfield . . . **Meyer & Behar Advertising,** New York . . . **Kobres Advertising,** Tampa . . . **G. Bruce West Advertising,** Bethesda . . . **Black, Little & Co.,** Newark . . . **Harris Advertising,** Los Angeles . . . **Allen, de St. Maurice & Spitz,** San Francisco . . . Rogers & Smith, Chicago, became **Headen, Horrell & Wentsel** . . . **William J. Narup & Co.** opened there . . . and the Chicago and St. Louis offices of **Rutledge & Lilienfeld** became separate companies. St. Louis continued under the former name and Chicago became **Lilienfeld & Co.**

JULY

Compton Advertising absorbed Goldthwaite-Smith Advertising, S San Francisco, its third West Coast merger of the year . . . . . Fuchs, Zemp & Celander merged into **Alfred L. Lino & Associates,** St. Petersburg . . . Cheshire Advertising into **Bernard B. Schnitzer Inc.,** Los Angeles . . . Reingold Co. into **Hoag & Provandie,** Boston . . . Rogers, Cowan & Jacobs, Beverly Hills, split to operate once again as separate companies, **Rogers & Cowan Inc.** and **Arthur P. Jacobs Co** . . . **Reid, Decker & Stocki,** Newark, closed . . . **Huff & Johnson Advertising** opened in Charleston, S.C . . . in Buffalo, **Clayton A. Stahlka Advertising** . . . Faith Dunne formed **Idea Mart** in Los Angeles . . . and in New York, Jane Trahey decided to disband 425 Advertising Associates, house agency for Julius Kayser & Co., in favor of **Jane Trahey Associates** . . . Cargill & Wilson, Richmond, Va., changed its name to **Cargill, Wilson & Acree** . . . Lynch, Hart & Stockton Advertising, St. Louis, shortened to **Lynch & Hart Advertising** . . . Armstrong Co., San Diego, lengthened to **Armstrong, Fenton & Vinson** . . . Barton A. Stebbins Advertising, Los Angeles, was renamed **Stebbins & Cochran.**

AUGUST

Lennen & Newell at it again. This time it merged C. L. Miller Co., New York . . . Fradkin, who started the year by merging with Cole, Fischer & Rogow, was now merging with **Kameny Associates,** New York . . . Goodman Advertising and Stiller, Rouse & Hunt became **Goodman & Rouse** . . . while George Stiller and Don Hunt of Stiller, Rouse & Hunt became **Stiller-Hunt Advertising,** Beverly Hills . . . McGuire Advertising Ltd., Windsor, Ont., was purchased by **Elton M. Plant Co** . . . Four top executives—brothers Lester and Irving Wunderman, Ed Ricotta and Harry Kline—pulled out of Maxwell Sackheim & Co., New York, opened **Wunderman, Ricotta & Kline,** and were gradually followed by a sizable slew of Sackheim accounts . . . also in New York, **H. W. Warden Associates** opened . . . **Corbett Advertising** in Columbus . . . Boston's Spellman Associates became **J. W. Spellman Inc** . . . Associated Ad Service, New York, became **Lipman Advertising Co** . . . Axelsen Advertising, Salt Lake City, changed to **Axelsen & Richins** . . . and J. E. LaShay & Co., Chicago, was now known as **Shaffer, Lazarus & LaShay.**

SEPTEMBER

And there goes **Lennen & Newell** once more. This time it merged Buchanan & Co . . . Carl S. Leeds Co. was absorbed by **Charles J. Charney & Co.,** New York . . . **Heintz & Co.** and **Roy S. Durstine of California** affiliated . . . Edgar and Willard Fardon and Paul Miller formed **Fardon, Miller & Fardon,** Kansas City . . . Posner-Zabin Advertising and Loewy-Stempel Advertising ended up as **Posner Zabin Loewy Stempel,** New York . . . in Detroit, Betteridge & Co., Bingham Technical Advertising and Castle-Werner all merged into **Clark & Bobertz** . . . even a merger-maker merged. **Robert C. Durham Associates** announced his merger with Frederic N. Dodge Co . . . a merger of Burke Dowling Adams Inc. and Calkins & Holden was said to be in its final stages. It never came off . . . partners John Hansen and Stuart K. Choate dissolved **Hansen-Choate Advertising,** went their separate ways . . . Lots of new shingles across the country this month. In New York it was a restless month in the ethical drug field. **Donald F. Fitzsimmons Inc.** was launched by a former partner in Burdick, Becker & Fitzsimmons, which in turn

The Marketing Team at Proto Talks to Chilton

"Our ads in the trade and industrial press

Proto Tool Company of Los Angeles is a manufacturer of mechanics' hand tools. From its start as a 3-man blacksmith shop in 1907, it has grown to national importance within the industry. The company has long enjoyed a reputation for being unusually advertising and promotion minded. Also it has long embraced the marketing team concept—of weekly staff meetings to keep Sales, Merchandising, Advertising and Research fully informed and in gear with current and planned programs. Among the regular members of this group are Marvin S. Bandoli, Senior Vice President for Marketing; Henry J. Zellweger, Director of Merchandising; Richard E. Reich, Sales Manager; and Jay Womack, Advertising Manager.

We recently questioned these seasoned and successful men about the use and value of the trade and industrial press as an advertising medium. Highlights of their remarks make interesting reading.

Mr. Bandoli says, "While much of our advertising is, of necessity, addressed to the consumer, we couldn't imagine ourselves in a situation where we did not depend on trade and industrial books to perform the workhorse as well as the creative function in advertising our products . . . We need the trade press not only to describe our products, but also to help acquaint our distributors and dealers with the advertising sales support we give to help move our tools through the distributor and the dealer to the ultimate consumer."

became **Burdick & Becker** . . . **Johnson & Lanman** was formed by ex-executives of Cortez F. Enloe Inc. and SchenLabs Pharmaceuticals . . . **Barnard & Small** Associates opened in New York . . . **Barkus & Kaplan** in Philadelphia . . . **Meyers Advertising,** Akron . . . **Bruce M. Radder Advertising,** Grand Rapids . . . **Savan & Hammerman Advertising,** St. Louis . . . **Whittaker & Wilson,** Long Beach, Cal . . . Robert P. **Hoffman Advertising,** San Francisco . . . the Taskett agency, Seattle, became **Taskett-Hogle** . . .

OCTOBER

The merger of Alfred J. Silberstein, Bert Goldsmith Inc. into **North Advertising** was reported exclusively in AA, denied to everyone by both agencies—and consummated by the end of the year . . . Peck Advertising became **Doner & Peck,** in New York . . . Two more agencies became part of **Clark & Bobertz,** Detroit; Lee Donnelley Co. and Jack B. Hickox Inc., both Cleveland . . . W. Robert Mitchell Inc. and J. Voorhies Advertising became **Davies, Mitchell & Voorhies,** New York . . . Bear Advertising & Associates and R. H. Buss & Associates became **Buss, Bear & Associates,** Los Angeles . . . **Page, Noel, Brown,** New York, was assigned for the benefit of creditors . . . **Stone-Cooper Inc.** opened in New York . . . **Norman S. Weiser & Associates** in Harrisburg . . . **Sklaris Agency** in Duluth . . . **Brave & Robinson** in Baltimore . . . **Donald L. Arends** in La Grange, Ill.

NOVEMBER

Emil Mogul Co. and Lewin, Williams & Saylor, New York, merged to form **Mogul, Lewin, Williams & Saylor** . . . with the merger of J. R. Pershall & Co., it became **Reach, McClinton & Pershall** in Chicago . . . Hoffman & York and Paulson & Gerlach, Milwaukee, consolidated to form **Hoffman, York, Paulson & Gerlach** . . . Vance Pidgeon & Associates and Savage-Lewis Inc. merged to form **Pidgeon-Savage-Lewis** in Minneapolis . . . **Howard L. Grothe** resigned as advertising director of the *Washington Daily News,* and incorporated for advertising and public relations . . . **Long, Skoll & Shireman** formed in Milwaukee . . . two more in Beverly Hills, **Mulle, Breen & Waldie** and **Galaxy Advertising** . . . Robert E. Adams Co., Philadelphia, became **Adams & Cooper** . . . Kamin Advertising, Houston, became **Kamin-Nahas-Blumberg** . . . Richard Shea Advertising, Detroit, turned into **Harrison-Shea Advertising** . . . and Advertising Unlimited, Los Angeles, expanded to **Linder, Beringhause & Lawrence.**

DECEMBER

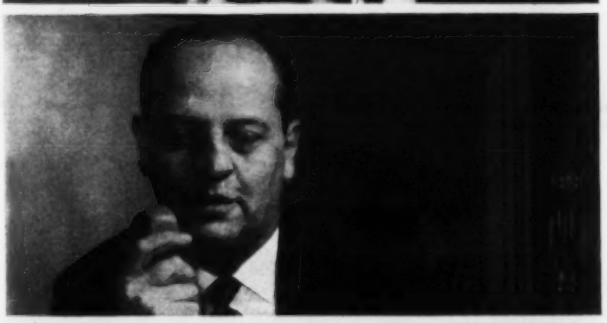
The spirit of Yuletide relaxation had no takers in this business. Some of the year's top mergers were consummated, agencies formed, folded, expanded and changed their names with the same gusto that the year began. The **Kastor, Hilton, Chesley, Clifford & Atherton** merger was consummated . . . Geyer Advertising and Morey, Humm & Warwick evolved into **Geyer, Morey, Madden & Ballard** . . . an affiliation was formed between **Keyes, Madden & Jones,** Chicago, and **Donahue & Coe,** New York . . . Reach, McClinton & Co. reached out again. This time it merged H. B. Humphrey, Alley & Richards to form a new Boston agency called **Reach, McClinton & Humphrey** . . . Paris & Peart, New York, merged into **Gardner Advertising Co** . . . Media Promotion Organization became a division of **Van Brunt & Co.,** New York . . . Calkins & Holden was talking merger-talk again, this time with Edward H. Weiss & Co. (they were labeled "premature" and C&H finally did it with Fletcher D. Richards a month later) . . . **Cunningham & Walsh** absorbed Powell Advertising, Detroit . . . two Long Beach Cal., agencies, Patch & Curtis Advertising and Sarver-Witzerman Advertising, became **Curtis, Sarver & Witzerman** after their merger . . . **Philip S. Boone & Associates,** San Francisco, folded . . . ditto L.A.'s 23-year-old **West-Marquis . . . Business Activators Inc.** bowed in Norwalk . . . **Norwood & Lowengard Associates** in West Hartford . . . **Edward B. Salinger** in Newburgh . . . **I. J. Segall Advertising** in New York . . . **Jack Van Urk** in Philadelphia and Pittsburgh . . . two in Miami, **Peter Finney & Co.** and **Milco Inc.** on the beach . . . two more in Milwaukee, **Fisher-Hoover** and **Kuswa-Green Associates** . . . **Hood, Snyder & Rasco** in Houston . . . **Melvin A. Jensen Advertising,** in Los Angeles . . . Jerry Barber Associates, Hartford, became **Barber-Grant Associates** . . . Hege, Middleton & Neal, Greensboro, N.C., added one more, became **Hege, Middleton, Neal & Whittaker** . . . Feldman Advertising, Evansville, became **Feldman-Ball Advertising** . . . Chicago's Pilgrim Advertising reorganized as **Isker & Adajian** . . . **Dreyfus & Gardner** was the new name for Dreyfus Co . . . after 30 years as Mayers Co., the Los Angeles agency took the unfamiliar name of **Davis, Johnson, Anderson & Colombatto,** as each of the four new principals became owners of one-fifth of the agency stock . . . and in Detroit, the former staff of Holden, Chapin, LaRue organized a new agency, **LaRue, Cleveland Inc.,** and in case anybody wondered how this agency planned to grow, it announced, while not even one week old: "We're looking for a merger." #

Franconia to Arnold & Co.

Franconia Ski Wear, Boston, has appointed Arnold & Co., Boston, to handle its advertising.

save time where it counts the most"

Mr. Zellweger says, ". . . we have genuinely benefited from unprejudiced surveys made by responsible publishers in the trade and industrial field. These surveys—more comprehensive than we have been able to engage in on our own—have uncovered new markets for certain of our products; have helped shape more effective copy appeals; have pinpointed areas needing special attention."



Mr. Reich says, "We refer to our full-time salesmen as Field Marketing Men, because we expect them to understand and employ to the fullest all the modern techniques of moving tools through the distributor and the dealer to the customer. Our men understand the purpose and value of our trade and industrial advertising . . . they merchandise our ads regularly to customers and prospects."

Mr. Womack says, ". . . selling time is always at a premium. Our ads in the trade and industrial press save time where it counts most—during the sales call—by having already helped acquaint the customer with the products and services we offer. And of course we acknowledge the selling effectiveness of our trade ads on prospects that we never have a chance to call upon."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

U. S. ADVERTISING AGENCIES & THE INTERNATIONAL FIELD . . .

A comprehensive report on all U. S. agencies in the international field. Covers such factors as: Which agencies have overseas offices? Which agencies have working agreements with agencies abroad? Which agencies have a separately organized international department? Which are the agencies specializing in international advertising and how are they organized?

100 LEADING U. S. EXPORT ADVERTISERS . . .

This story, accompanied by a separate tabulation, will deal with the U. S. companies which rank as the 100 largest export advertisers, based on their expenditures in internationally-circulated publications. Dollar figures will be reported and there will be breakdowns by industrial classifications.

THE EUROPEAN COMMON MARKET . . .

What are its implications for advertising? This story will deal with this question in detail, reporting on the steps advertisers, agencies and media are taking to prepare for the Common Market. It will be accompanied by charts and tables which will show how European-integrated advertising compares with the U. S. ad industry.

important to

THINK THEY WERE IN ORBIT...

. . . the way Ad Age editors cover developments in International Advertising! Week after week—from Hong Kong—London—Bombay—New York—from wherever significant events are taking place, Ad Age brings all the facts of interest to the world of advertising and marketing.

And because international advertising is growing so fast, changing so much, offering more and more opportunities for those who know how to cash in on them, the annual International Advertising Issue is especially prized by international-minded Ad Age readers.

Here, set off by a "second front page," is the picture of international advertising as it stands today. Here are the authoritative facts, forecasts and figures needed by those who are active (or are considering activities) in international advertising and marketing.

The April 27 issue of Advertising Age will get the most intense readership by the greatest paid circulation audience ever offered by an advertising publication—over 46,000 and still climbing—and therefore offers an unusual advertising opportunity for media and agencies which need to reach international advertising prospects. Unique problems face manufacturers who are looking to overseas markets for increased business. Not only will they be looking to this issue for an overall report of the field, but for information on how and where they can develop their foreign marketing programs successfully.

By presenting your sales story in the April 27 issue, you not only reach the largest audience of leading U. S. and international advertisers and their agencies, but you'll reach them at a strategic time and place. Stimulating, supporting and dramatizing the sales story you have to present to international advertisers is the intense editorial coverage which Ad Age has been giving the field, topped off by this special section. Even greater interst will be focused on the field by the International Advertising Association convention being held in New York the same week—and extra copies of this issue will be distributed at the convention.

Plan now—today—to take advantage of this great opportunity to build business for your medium, your services or products. Reserve sufficient space to dramatize the opportunities available in your market and the services you have available for international advertisers.

INTERNATIONAL MARKETING PROGRAMS OF U. S. COMPANIES . . .

This story will show how several American companies approach their market overseas—whether they export or manufacture locally, whether they use local agencies or one international agency, how they decide which products to market and how they pick media.

ABC ABP NBP

1 Year (52 issues) $3

Advertising Age

important people

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630 THIRD AVENUE · NEW YORK 17, NEW YORK

PHOTOGRAPHIC REVIEW OF THE WEEK

Wheeler Sells Brown Waddell Herrell

ULCER GULCH SHOWDOWN—*The Saturday Evening Post used the Gay '90s restaurant for its annual presentation to admen in Los Angeles. Pictured are Ken Sells, The Saturday Evening Post; Diane Brown, Gay '90s cupbearer; and Robert Wheeler, Paul Waddell and Julie Herrell, all of Young & Rubicam.*

Woram Shepardson Jackson Bloom

FRIDAY THE 13TH CLIENTS—*Charles Woram and Joseph Bloom, advertising managers of Sorensen & Co. and Waldes Kohinoor Inc., respectively, are shown at the house warming, Friday, Feb. 13, at James Thomas Chirurg Co.'s new offices at 60 E. 56th St., New York. Seated with them is the agency's Skeleton-in-the-Closet. Standing are Chirurg's president, W. L. Shepardson, and vp, D. W. Jackson. Both Messrs. Woram and Bloom became clients of the agency on the same day last year, Friday, June 13.*

CLIENT SERVICE—*Maryann Manzie, secretary at Donald F. Fitzsimmons Inc., returns the "pill lamp" to the agency reception room. The pills, used in a mass-pill photo for Organon Inc., had been amassed by Don Fitzsimmons, agency president, who has collected some 40,000 pills during the past five years.*

Take the Guesswork Out of Color Selection
We'll lend you this book...Free!
CHOOSE FROM 1500 COLOR HARMONIES
A SPECIAL SERVICE OF OUR STORE
SUPER KEM-TONE

WELL TRAVELED—*Sherwin-Williams Co., Cleveland, said this store display, made of wood, aluminum and plastic, got such a wide usage over a six-month period that its cost per showing was less than an ordinary flat cardboard display. The display, which features turning pages, was produced by Thompson-Leeds Co., New York.*

CHANGE OF ATTIRE—*The head remains the same, but Bireley's girl changes her costume quarterly in a new calendar by the General Foods Corp. division.*

SWEET SIX-PACKS—*D. L. Clark Co., Pittsburgh, is producing Clark candy bars in the shape of Easter eggs and packaging them in six-packs, and will also offer a 7 oz. box of chocolate coated eggs with coconut cream filling.*

Ruble Stackhouse Mrs. Johnson Johnson

White Hitchcock Lisi Asdel Grayson

TIME OUT—*Pictured at a cocktail party held during the annual meeting of the Northwest Daily Press Assn. in Minneapolis, are Ken Ruble, Campbell-Mithun, Minneapolis; Maude Stackhouse, Globe Gazette, Mason City, Ia., an association director; Harry Johnson, also of Campbell-Mithun, and Mrs. Johnson; Bill White, Daily News, Winona, Minn.; Jim Hitchcock, Tribune, Hibbing, Minn.; Bruno Lisi, Post-Bulletin, Rochester, Minn., and Fred Asdel and Bill Grayson, both of Mergenthaler Linotype Co.*

...and, night after night, the Herald-Express sails into more homes than any other evening paper in the West. Better make sure your advertising message gets aboard!

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

Institutional Ads Still Deductible; Political Ads Not: Treasury's Scribner

(Continued from Page 2)
proposed in tax regulations which define "propaganda" advertising.

In his discussion of institutional advertising, Mr. Scribner said it is being treated now exactly as it has been treated "for many, many years." By the same token, he argued, ads to "promote or defeat legislation" have been non-deductible for at least 40 years.

■ "In recent months there has been much discussion by corporate officials concerning the attitude of the Revenue Service toward advertising expense, institutional and otherwise," Mr. Scribner said. "The belief appears to be held by some that the service is changing its policy on the deductibility of the cost of institutional advertising.

"This is not the case.

"The deductibility of the cost of institutional—or so-called 'good will' advertising—is being treated exactly as it has been for many, many years. The policy and practice of the service regarding much advertising was set forth in two published rulings that appeared during World War II.

"At that time, there was apprehension that business organizations might not be allowed to deduct the cost of advertising that merely kept their names and trademarks before the public.

■ "The position taken then, and the position taken now, is that the cost of such advertising is generally deductible as an ordinary and necessary business expense.

"If such expenditures should be extravagant and out of all proportion to the size of the taxpayer's business, or if they are not related to the patronage that might reasonably be expected in the future, they will be questioned and might be disallowed.

"The Revenue Service will not disallow deduction of the cost of reasonable advertising directed to the cultivation of good will toward the advertiser, to the improvement of the morale of the employes, to encourage contributions to such organizations as the Red Cross, to urge the purchase of U. S. Savings Bonds, or to raise capital or recruit personnel," Mr. Scribner said.

■ While he did not mention specific cases, or the proposed change in the "propaganda" definition, the Under Secretary suggested that the uncertainty about advertising "to promote or defeat legislation" may be clarified after the Supreme Court acts on two advertising cases which have been awaiting decision for several weeks.

Known as the Cammarano and Strauss cases, these cases involve beer and wine distributors who contributed funds for ads which sought to beat dry law elections in the states of Washington and Arkansas.

When the Cammarano case was before the federal court, the judge ruled the deduction could not be allowed even though the survival of the business was at stake, and the ads performed a public service by giving information to the voters.

■ "For 40 years the regulations of the department have prohibited the deduction of expenditures to promote or defeat legislation," Mr. Scribner argued. "The validity of these regulations was sustained by the Supreme Court in 1941 in the textile mills securities case. That case concerned an effort to obtain legislation by Congress for a particular group of taxpayers.

"Since that time, courts of appeal, in the Cammarano and Strauss cases, have held that expenditures in advertising campaigns directed to voters in referendum or initiative elections are made for the purpose of promoting or defeating legislation. These last two cases are now before the Supreme Court."

■ Turning to the Treasury's new position on co-op advertising, Mr. Scribner said the policy is based on the principle that price, for excise tax purposes, should cover any payment which is required in order to secure the article.

While he conceded that individual companies have had conflicting rulings on their co-op plans in the past, he said the new policy is consistent with the position the Revenue Service has taken with respect to a similar cost item, compulsory charges for warranties.

Like the advertisers, who point out that co-op is returned to retailers for use in local media, the manufacturers claimed a rebate was in order for the expense incurred in servicing warranties.

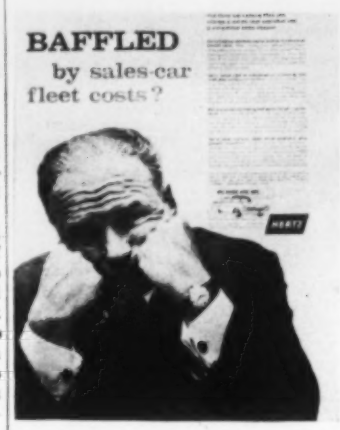
In an initial court test, the tax court accepted their argument, opening the way for more than $50,000,000 in rebate claims. As a result of further review the decision was set aside, and the dispute was settled in favor of the Revenue Service.

Reviewing the legal background of the co-op dispute, Mr. Scribner said excise tax applies to all parts of price other than specific exclusions provided in law for transportation, delivery, insurance, installation and other similar charges.

Referring to a Supreme Court decision involving advertising by F. W. Fitch Co., Mr. Scribner argued that price, for excise tax purposes, covers all charges the purchaser has to pay to obtain the article f.o.b. at the factory, whether reflected separately or otherwise in the f.o.b. wholesale price.

■ "It is immaterial to whom the charges may be paid, or that it may be separately billed to the purchaser as a charge for expenses incurred or to be incurred in his behalf, as for example, for demonstrators or display, for advertising, national or local, or for sales promotion programs," the Under Secretary argued.

"The decision makes no distinction between local and national advertising. There is a single test for qualification for exclusion from the price on which the excise tax is computed, namely, whether payment of the contribution is 'required' in order to secure the article or whether it is voluntary." =



HERTZ SPLIT—*Hertz Corp. ran these two ads for car leasing services Feb. 10 in split run editions of the Chicago Tribune in a test of the effectiveness of the ads (AA, Feb. 16). Both ads will also appear in the Wall Street Journal four times in the next four months. Needham, Louis & Brorby is the agency.*

Brockway Offers New Service

George R. Brockway, former exec vp and now marketing consultant of Raymond Corp., has established a marketing consultant service for the material handling industry, with offices at 320 Federal Square Bldg., Grand Rapids, Mich.

Names Wallace Lancton

Wallace H. Lancton, formerly vp in charge of sales for Telestar Films, has joined Products Services, New York, as account media supervisor.

TUESDAY
6:00 pm
4 Cisco Kid—The Cisco Kid brings the notorious Hogger gang to justice
11 Lucky 'Leven Ranch —With Gene Autry
6:15 pm
12 Sports—Walt Dunbar
6:25 pm
12 Weatherman—Tony Sylvester
6:30 pm
3 Music Corner
4 Six-Thirty Report—Bill Grove, Frank Forrester, and Dick Stratton
11 Three-Star Final
12 Flo.-Go. Newsreel Harold Baker
6:40 pm
11 Weather Vane With Richard Lantz
6:45 pm
3 • 12 NBC News—Chet Huntley and Dave Brinkley reporting
4 • 11 Douglas Edwards —News
7:00 pm
3 Cap'n Sandy Weather
4 MAVERICK
Jack Kelly stars in "Duel at Sundown"
11 The Old Salt
12 Sugarfoot—Tom "Sugarfoot" Brewster gets involved in a mission of vengeance in "The Extra Hand"
7:10 pm
3 Datelina Savannah
7:15 pm
11 Show of Gems
10
CONTINUED
7:20 pm
3 Sports Desk
7:30 pm
3 Wyatt Earp—Hugh O'Brien in title role
7 Childrens' Corner Daniel S. Tiger demonstrates his juggling ability
11 Income Tax Program
8:00 pm
3 • 12 Eddie Fisher Show—Guest star will be Eddie Hodges, 11 yr. old musical star
4 PAT BOONE SHOW
Guests: Gisele MacKenzie, Juan Esquivel. Musical director, Mort Lindsey
Riverside CHEVROLET
7 Window To The World Siefried Reinhardt produces painting before TV camera
11 Sheriff of Cochise Western starring John Bromfield in "Deputy's Wife"
8:30 pm
4 • 11 To Tell The Truth Bud Collyer, emcee. Panelists: Polly Bergen, Kitty Carlisle, Ralph Bellamy and Hy Gardner
7 Jazz Meets The Classics Classical influence on jazz musicians in creating mood
9:00 pm
3 • 12 George Burns Show—Comedy series built around the television industry. Bonnie Burns and Bea Benaderet are featured
TV Tips
4 • 11 Arthur Godfrey Informal chats with
4 RED SKELTON SHOW
Comedy and variety with guest star Lee Aaker
BRAND NAME OR PRODUCT SIGNATURE
development of the alphabet
11 26 Men—Stories of the Arizona Rangers. "Idols in the Dust"
12 Bob Cummings—"Bob Meets Van Doren" Mamie Van Doren takes a job as secretarial assistant to Schultzy
10:00 pm
3 • 12 The Californians Matt Wayne convicts a man of murder with circumstantial evidence in "Corpus Delicti"
4 • 11 GARRY MOORE SHOW
Variety with guest stars Alfred Drake, Vivian Blaine, and The Kingston Trio
10:30 pm
3 Channel 3 Feature
12 The Honeymooners "A Man's Pride"
11:00 pm
3 Weatherman
4 Eleven-O'Clock Report News and weather with Bill Grove and Frank Forrester

19.4%

families changed their viewing habits.*

* Yes, 19.4% of the people in homes who received TV TIPS reported that Program Space Units actually *changed* their viewing habits!

If you are the kind of advertiser who demands proof of performance with definite facts and figures, you owe it to yourself and your product to carefully evaluate the results of this survey, conducted by the Western Union Telegraph Company for TV Publications, Inc., in Fernandina Beach, Florida.

FERNANDINA BEACH, FLORIDA

COPIES OF TV TIPS DISTRIBUTED..... 3,000
94.8% HOMES LIKED AND USED TV TIPS
93.1% DESIRE TO CONTINUE RECEIVING IT.
19.4% OF THE PEOPLE IN HOMES WHO RECEIVED TV TIPS REPORTED THAT PROGRAM SPACE UNITS ACTUALLY CHANGED THEIR VIEWING HABITS.

TV Tips is the nation's "Only Point of Sale" and most unique weekly television program listing magazine, distributed exclusively through the leading chain and independent grocery stores on a contracted basis. Ask for a copy of the full summary; Richard A. Feldon & Company, 205 E. 42nd St., New York, N. Y., and Dale McCutcheon Co., 154 East Erie Street, Chicago, Ill.

PUBLISHED BY TV PUBLICATIONS INC / 907 PRUDENTIAL BUILDING / JACKSONVILLE, FLORIDA

TV PUBLICATIONS Inc

BENEFITS—*Starching ease is featured in this color page by A. E. Staley Mfg. Co. First of a new series, it appears in Ladies' Home Journal and True Story in March and the April Good Housekeeping. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.*

Volkswagen Ads to Hit $1,000,000

(Continued from Page 3)

and Switzerland.

And a prospective American buyer who puts down a $100 deposit must wait about six months for his car; in Germany, the home country, the wait is said to be 18 to 24 months.

Herr Hinke professed to be unperturbed by reported plans of American manufacturers to enter the small car field. "This is a natural development, which was bound to come," he said. "We are only happy that it is coming."

Of the 102,000 units sold here in 1958, 77,000 were passenger cars, Herr Hahn reported. In 1959, Volkswagen expects to sell 85,000 passenger cars and 27,000 commercial transporters in the American market.

■ To help its distributors and dealers, the company will be mounting the biggest advertising campaign in its history. Herr Hinke said $1,000,000 will be spent, compared to $330,000 in the past year. One reason for the larger budget is the company's decision to produce more of its sales promotion materials in this country.

J. M. Mathes Inc., which landed the Volkswagen account a year ago, has resigned it, effective March 1, and Herr Hinke said he is currently weighing the merits of six agencies, finalists of an initial group of 25. He said, however, that he does not expect to make a final decision until May, and advertising will not appear until the second half of the year.

■ Herr Hinke said, smiling, "We have been regarded as silly people because we have neglected the advertising side of our business." He conceded that too much reliance may have been placed on "word-of-mouth" advertising. But he denied that the plans for expanded promotion had anything to do with Detroit's plans for a small car.

Herr Hinke refused to reveal the names of the six agencies under consideration, but two shops which have been doing work for important distributors have been mentioned in trade reports. Compton Advertising has been handling advertising for VW dealers on the West Coast, and Doyle Dane Bernbach Inc. has been placing advertising for Queensboro Motors, Queens dealer owned by Worldwide Motors, Volkswagen's eastern distributor. #

Car Makers Still Coy About Plans for Small Autos

(Continued from Page 2)

sels, but was calming to those associated with marketing and advertising a car of that name.

■ In a statement with its annual earnings report for 1958 issued Thursday, General Motors Corp. made its latest formal comment on the small car question. Frederick G. Donner, chairman, and John F. Gordon, president, said:

"Sales of imported cars, which are generally smaller than those manufactured in the U.S., continued to rise during the year and accounted for 8% of the total domestic market in 1958. General Motors participates in the small car field with cars produced in its Vauxhall plants in England and its Opel plant in Germany. The corporation has continued its study of the small car market in order to be prepared to produce a small car in this country in the event a demand for such automobiles develops which gives promise of being both permanent and profitable."

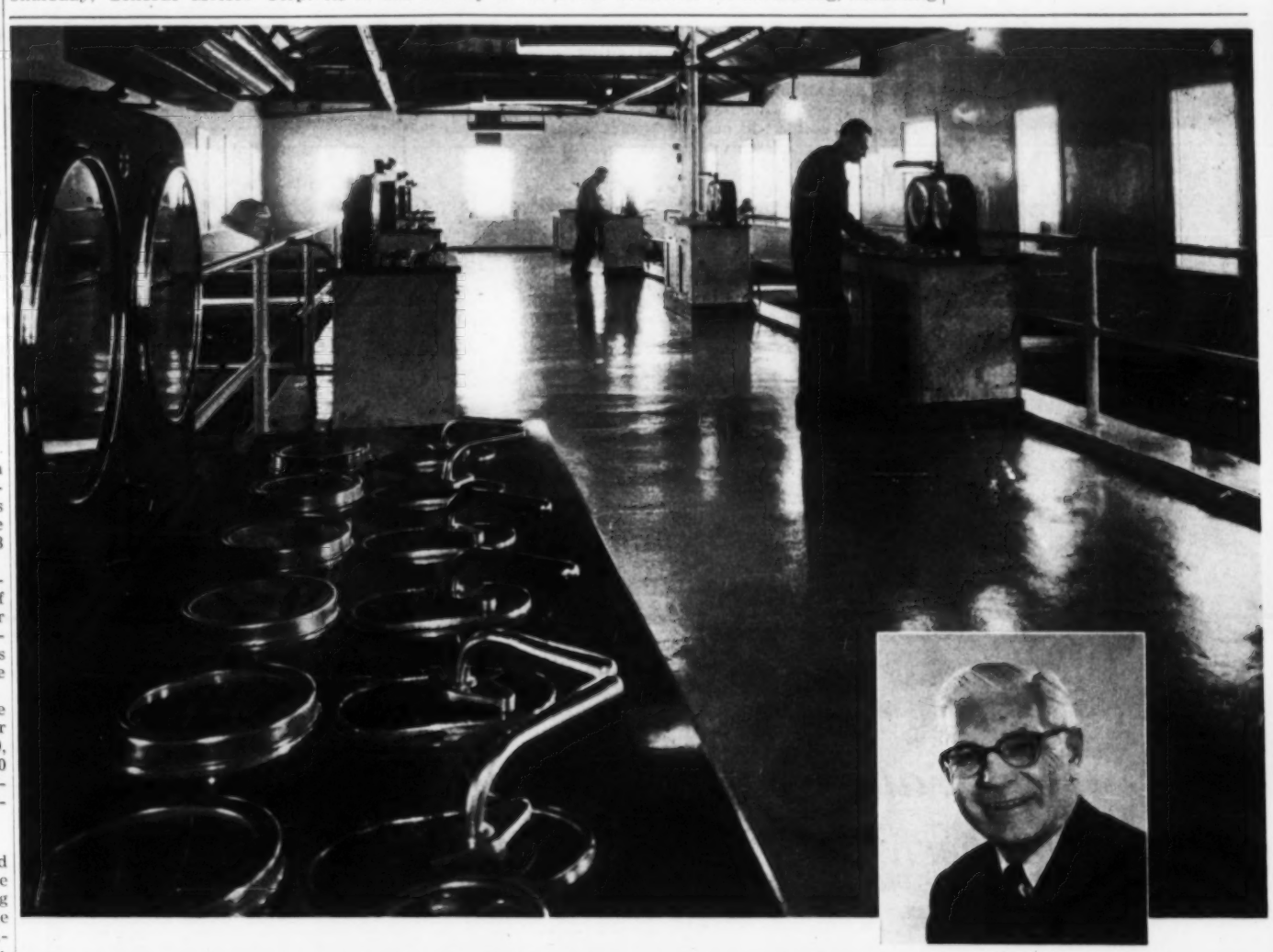
Chrysler has this to say through a spokesman:

"There is no secret that we are working on a smaller, economy car. In this work and preparations we are probably at about the same stage as our competitors." #

Rockland Names van Urk

J. Blan van Urk, formerly exec vp of Calkins & Holden (now Fletcher Richards, Calkins & Holden), has been named business adviser for advertising, marketing and public relations by Rockland Corp., Wilmington investment and holding company.

See Next Issue for the POPAI Story



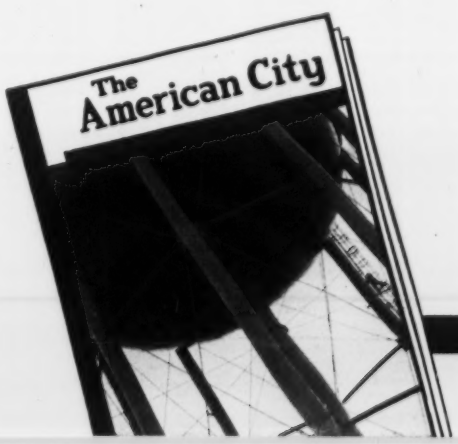
Responsibility for providing Rock Island with pure water is only one of the duties of Mr. Harley Boeke, Director of Utilities.

You Can't Generalize About City Engineers

In many small municipalities the man called city engineer carries as many as four other titles and personally supervises street maintenance, water supply, waste disposal, and parks. On the other hand, in bigger cities the city engineer works with other engineering-trained associates like Harley Boeke of Rock Island, Illinois. Mr. Boeke is called Director of Utilities, in charge of water works and sewage treatment.

Mr. Boeke tells why city engineers and department heads continue to prefer THE AMERICAN CITY: "As a city official concerned with engineering and technical matters, I find the articles and ads in THE AMERICAN CITY of great value. They keep me informed on both proven and newly developed products, processes and methods. My professional knowledge has grown from studying the case-history solutions to engineering problems of both small and big cities."

Over 440 manufacturers advertised in THE AMERICAN CITY in 1957. Make sure that municipal engineers like Mr. Boeke see your advertising in 1958.



The American City

470 Fourth Avenue, New York 16, N.Y.

a Buttenheim publication

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

The ceramic field is so vast that it offers a big market for advertisers in just about every field! Investigate the ceramic sales potential today. Ask for your free copy of the "Size and Scope of Ceramic Production in the United States".

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

'Time' Slates Own Ad Series Boosting All Magazine Media

NEW YORK, Feb. 24—A series of off-beat ads aimed at boosting the magazine industry has been scheduled exclusively in *Time* by its publisher, Time Inc.

First ad in the series will be a color page in the March 2 issue. It will be followed by color pages in the next four issues and will run thereafter on a monthly basis.

■ According to Time Inc., the campaign is designed to promote the entire magazine industry and to get across the "distinctive advantages of magazine advertising."

An unusual feature of the color series is the inclusion of identical artwork, a collage, in each of the scheduled 18 ads. Captioning the collage is a list of 18 values—"specific appeal, information, ideas, beauty, change, etc."—to be played up individually in each ad via separate illustration and copy.

Young & Rubicam is the agency. #

Two Leave Knollin Agency

Richard L. (Dick) Tevis, account executive at Knollin Advertising Agency, San Francisco, has resigned to accept an executive position with U.S. Leasing Corp., one of the agency's clients. Robert McLean, assistant to the supervisor of art and production, also has left the agency and will be replaced by William Davalos, who was a staff artist.

Brubaker to McDonald Mfg.

D. E. Brubaker, formerly sales administration manager of F. E. Myers & Bro. Co., Ashland, O., has joined A. Y. McDonald Mfg. Co., Dubuque, Ia., as advertising and sales promotion manager.

ILLUMINATED—*A flashing light outlines every Sunbeam Corp. clock at regular intervals in this new display holding 20 clocks in 2 sq. ft. of space. The unit also can be hung on the wall. The display is available to dealers investing $125 in Sunbeam clocks.*

Griffin Says Rep to Enter 'Compulsory' Pay TV—If & When

NEW YORK, Feb. 24—One of the country's biggest station representatives plans to get in on the pay tv business—if and when the system arrives.

Lloyd Griffin, vp of Peters, Griffin, Woodward, said his company would "seek the exclusive national sales representation" of what he called "compulsory pay tv" if the system "does arrive and thrive." He made the statement in a speech before the time buying and selling seminar of the Radio & Television Executives Society.

Mr. Griffin pointed out that a great many people consider that pay tv is already here, since viewers have to pay for sets and their maintenance and power supply. "In addition," he said, "the public buys the sponsors' products—but only at their discretion . . . The proponents of new pay tv want the public to be compelled to make an additional cash payment—probably program-by-program, certainly channel-by-channel and day-by-day.

■ "Most of us in television today prefer the free system to the compulsory system, but eventually the public will decide which system will dominate. If compulsory pay tv does arrive, and thrive, let me assure you that PGW will seek the exclusive national sales representation of these organizations, for pay tv will carry commercial messages—and probably at a higher rate for the top-audience programs than we find on rate cards today."

Mr. Griffin said, "Compulsory pay tv will carry commercial messages, just as surely as the *Reader's Digest* carries approximately 74 full pages of advertising in this month's issue—which it does. If compulsory pay tv attracts the largest audience and markets, advertisers will not be denied the opportunity to sell their goods and services to that market through the medium."

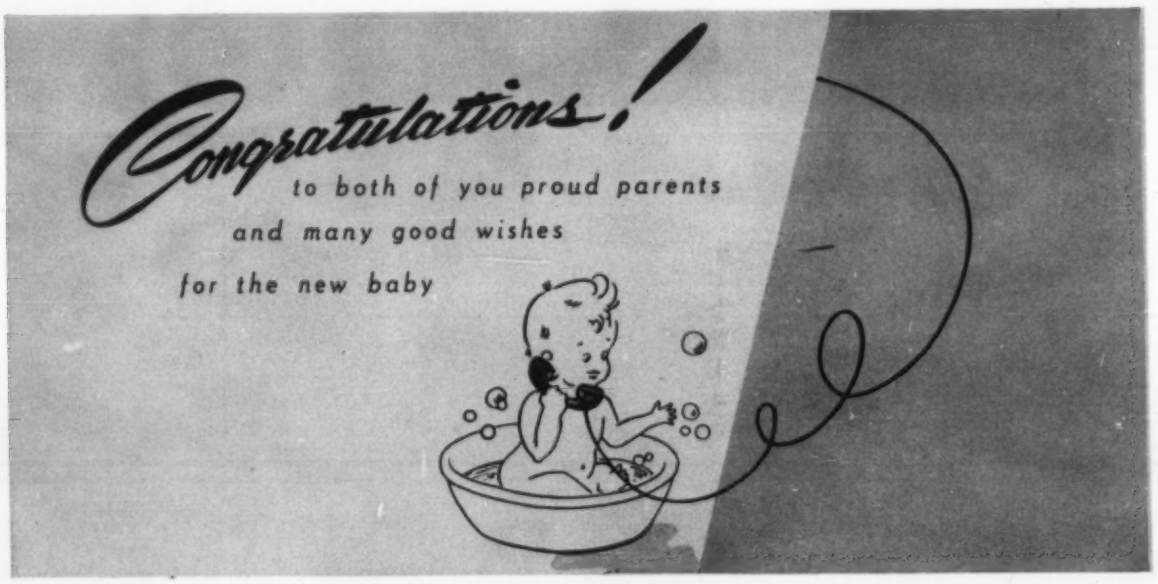
The representative predicted that if compulsory pay tv does come, "most of the facilities will be owned and operated by the successful operators of today's networks and stations." #

Beckman Adds Print Facilities

Beckman & Beerbohm, Madison Heights, Mich., has expanded its services to include within one building complete production of advertising for their clients. The agency has the latest in printing and lithographing equipment, and the plant capacity is more than 6,000,000 full-color pieces a month including direct mail, window displays, dealer imprinting and other dealer materials.

Sitkiewicz Joins Fenton

Michael A. Sitkiewicz has joined Fenton McHugh Productions, Evanston, Ill., motion picture producer, as an account executive. He formerly was advertising manager of Henry Lindenmeyr & Sons, Long Island City, N.Y.



. . . and our congratulations to Southern Bell Telephone & Telegraph Co. for effective use of a money-saving idea

TWO-COLOR PRINTING AT ONE-COLOR COST

Reproduced here is the front of a French-fold, die-cut mailing piece used by Southern Bell Telephone & Telegraph Company to recommend an extension telephone to customers whose family is increasing.

Blue ink on blue paper gives a two-color effect with one printing. Use of Ben Day shading in the illustration even adds a third "color".

Here's an idea, gaining fast in popularity, which, in a long run, can effect an important money saving for you. Colored papers cost only a little more than white paper of equal quality. Colored inks cost only a little more than black inks.

FREE—on request—demonstration packet containing 11 samples of printing on colored stocks. Write for it on your business letterhead.

BUCKEYE-BECKETT PAPERS

The Beckett Paper Company

HAMILTON, OHIO

MAKERS ALSO OF THE WORLD'S WHITEST PAPERS — BECKETT HI-WHITE AND BECKETT BRILLIANT OPAQUE

Of the top ten markets in the United States, nine are cities . . . but

ONE IS A STATE!

	MARKET POPULATION
1. New York	14,330,000
2. Chicago	6,266,200
3. Los Angeles	6,109,100
4. Philadelphia	4,349,100
5. Detroit	3,843,000
6. Boston	3,003,000
7. IOWA	**2,715,000**
8. San Francisco	2,701,900
9. Pittsburgh	2,408,300
10. St. Louis	1,965,000

IOWA is number seven for one reason—the unique circulation of the Des Moines Register and Tribune. These are not just city papers—but are statewide, read by 70% of the whole state of Iowa (population 2,715,000). Not only are they the "hometown papers for the whole state of Iowa," the Register and Tribune reach a higher percentage of the population than any other paper in any other of the nine leading markets. Markets, as you know, are not a matter of geography, but rather of people—so in preparing your next schedule, remember the Des Moines Register and Tribune cover America's SEVENTH market. . . . For more information call Scolaro, Meeker & Scott or Doyle & Hawley.

DES MOINES REGISTER AND TRIBUNE

350,000 COMBINED DAILY · 500,000 SUNDAY

Gardner Cowles, President

announcing

See page 50

Court Won't Enjoin 'Mimic' of Actor in Ads

(Continued from Page 2)

hood and "passing off" (in British law, a tort embodying deception). The interlocutory (or temporary) injunction he sought was to restrain the defendants until the hearing of the main action, in which he seeks damages and a permanent injunction.

Guy Aldous, Mr. Sim's attorney, told the three appeal judges that the commercials extolling Heinz products were causing his client damage, embarrassment and considerable trouble.

■ One of the commercials advertises Heinz baked beans. It is an animated cartoon with a voice-over which Mr. Sim says resembles his distinctive manner of speaking. This, said Mr. Aldous, caused many people to believe that Mr. Sim had made the commentary for the commercial.

"In fact, when he recently entered a restaurant," said Mr. Aldous, "the manager came up to him and said: 'Ah, Mr. Sim. I know what you want. You don't want roast beef. You want baked beans'."

The fact was, said Mr. Aldous, Alastair Sim hates baked beans.

According to Mr. Aldous, many of Mr. Sim's friends thought he was responsible for the commentary on the commercial. Some of them, added the attorney, even disbelieved him when he denied it.

One actress friend of Mr. Sim, the attorney said, was reported to have remarked, on hearing the commercial:

"Fancy Alastair doing that. He must be hard up."

The attorney read some 30 affidavits by people who said that they mistook the voice in the commercial for that of Mr. Sim.

■ One of the judges asked Mr. Aldous: "Aren't these people in fact advertising your client?"

Mr. Aldous admitted the commercial was giving Mr. Sim publicity but added that he did not seek publicity and never had. Furthermore, said Mr. Aldous, "He does not want to prostitute his art by advertising baked beans."

Mr. Sim's attorney submitted that a *prima facie* case had been made out that Mr. Sim had suffered damage. He did not want people to continue to think he was boosting Heinz products on television.

■ Peter Bristow, for Heinz & Co., said the company had made six commercials using the voice complained of. It then decided, because of Mr. Sim's complaint, to use a different voice. Heinz didn't wish to tread on Mr. Sim's toes, irrespective of its legal rights, he said.

In the present attack, he added, Heinz decided to defend itself, because it felt it was in the right.

The voice on the commercial was actually provided by another actor, Ron Moody. Mr. Sim said he had heard Mr. Moody give an impersonation of his [Mr. Sim's] voice on the London stage which, he said, was "excellent."

Mr. Moody admitted providing the voice-over for the commercials in question but denied that he had used his "Alastair Sim voice." He said he had aimed at providing an "educated, dignified type of voice —like a grave butler."

Mr. Moody said he would not have impersonated Mr. Sim's voice on the commercial even if he had been asked to, and, he said, he had not been asked to do so. The last thing he wanted to do was to cause Mr. Sim any trouble or embarrassment, he said.

■ Gerald Gardiner, attorney for Young & Rubicam, said:

"This is a matter of crucial importance to the whole of commercial television."

It was the first case of its kind, and if it had succeeded, it would mean that any actor who felt his voice had been impersonated on television could seek an injunction or damages or both, he said.

Mr. Gardiner went on to say there was a very strong conflict as to whether anybody would think the worse of an actor who used his name for advertising purposes. If it did not affect his reputation at all, what damage was Mr. Sim suffering?

■ Lord Justice Hodson, in giving judgment, said Mr. Sim's contention that he was entitled to protect his voice as part of his stock-in-trade was no doubt an arguable case. But the questions to be determined in the main action were whether there was anything in the nature of unfair competition between an actor who used his voice and his profession on the stage and the use of a voice in television for advertising purposes.

It was not right for the court to express any opinion on these matters, said Lord Justice Hodson. But he held that Mr. Sim had not made out a case that he would suffer irreparable damage unless an injunction was granted.

Lords Justices Morris and Willmer agreed.

A hearing for the main action has still to be set. #

Gilbert Adds Silas Rieger

Silas Rieger Co., New York, exclusive selling agent for Strong, Hewat woolens and Berriege fabrics, has appointed Gilbert Advertising, New York, to handle its advertising. An expanded program will begin in August, with color pages in the *New York Times Magazine* and b&w ads in *Harper's Bazaar* and *Vogue*. Altman-Stoller is the previous agency.

GM Sets Space Show

General Motors will present an hour special on man's efforts to conquer space April 19 at 5 p.m., EST, on NBC-TV. Representatives of 77 countries have been invited to participate in this telecast, which will originate from the World Congress of Flight, at Las Vegas. D. P. Brother & Co. is the agency for this institutional show.

'Dun's Review' Names Dughi

Alex J. Dughi has been appointed publishing director of *Dun's Review & Modern Industry*, New York. Mr. Dughi joined *Dun's Review* in 1945 and has devoted his attention to promotional and sales activities.

'Star-World,' 'Globe,' Win Midwest Newspaper Awards

The *News Star-World*, Monroe, La., won the Seacrest Gold Trophy for the best advertising campaign presented by the Midwest Newspaper Advertising Executives Assn. at its semi-annual meeting last week in Kansas City. The Parker Award for the best small ad series was won by the *Globe*, Atchison, Kan.

Honorable mentions in the Seacrest competition were won by the *Southwest American*, Fort Smith, Ark., and *Enterprise*, Beaumont, Tex. Citations in the small ad series competition went to the *Independent*, Grand Island, Neb.; the *Journal*, Lincoln, Neb., and the *Des Moines Register & Tribune*.

Kerr Joins Owens-Corning

John P. Kerr, previously film program manager responsible for producing merchandising, promotion and public relations films for W. T. Grant Co., has been named manager of the decorative fabrics division of Owens-Corning Fiberglas Corp., New York.

Donovan Named Head of LBI

Thomas J. Donovan, formerly vp and exec director of Licensed Beverage Industries, New York, has been elected president of the national public relations organization for all branches of the distilled spirits industry. He succeeds R. E. Joyce, vp of National Distillers & Chemical Corp., who has served as LBI president since 1954.

SMALL

runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.

Put Punch in Point-of-Purchase

Sell **LOUISVILLE*** for all it's worth!

Louisville Gets 6th Airline; $1 Million Terminal Expansion

LOUISVILLE, KY.—To help accommodate Louisville's increasing demand for passenger service, Delta Air Lines began regularly scheduled North-South flights last month. The city is now served by six airlines—American, Eastern, Ozark, Piedmont, TWA and Delta. Over three-quarters of a million passengers passed thru Standiford Field at Louisville last year.

Foster V. Jones
Director of Airports

The Louisville and Jefferson County Air Board recently approved a $1,370,000 construction program to build an East wing on Lee Terminal at Standiford Field. This is part of a long-range plan to double the field's present facilities.

The principal Standiford Field runway has already been extended to accommodate jet-age aircraft.

Foster V. Jones, Director of Airports, stated that air traffic at Standiford Field has increased about 75 per cent in the past five years, in large part due to Louisville's growth and industrial development.

**A Major Midwestern industrial market in the Ohio River Valley—the Ruhr of America—where one daily newspaper combination reaches 9 out of every 10 families.*

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

RETAIL SALES?

$946 million in Georgia's money belt

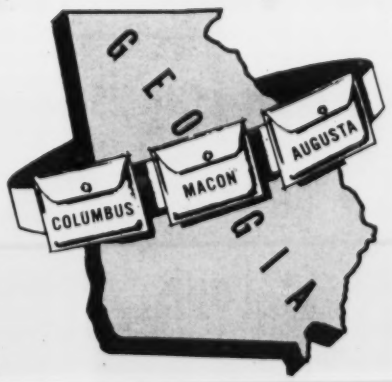
Cash registers are ringing up sales at the rate of $946 million in the Augusta-Columbus-Macon trading area. Penetrate this 60-county market with this 3 paper combination buy that gives you savings to 10% on each ten thousand lines.

For **impact** in the Peach State, it's Atlanta **plus**

THE georgia group

AUGUSTA Chronicle and Herald
COLUMBUS Ledger and Enquirer
MACON Telegraph and News

Represented Nationally by **THE BRANHAM COMPANY**



SPIRIT IS A FACT OF LIFE

People with spirit are abreast of everything that's new, eager to try what's up to date. They observe the world around them with delight, respond to today with an enviable enthusiasm.

People with spirit are alive and aware.

That these same people like LIFE is hardly surprising. LIFE has their spirit. LIFE catches them up on the contemporary each week with a vitality and range that spirited people understand. For them, LIFE is swift, provocative, aware.

Spirit is a fact of LIFE. One fact. You might say that for 32 million readers LIFE is everything that is *new* and *now* and in the *present*.

That's why your advertising will perform well in LIFE. Call your LIFE representative. He has all the facts of LIFE.

Kolen Forms Own Company

John N. Kolen has resigned as vp in charge of marketing of Burdick & Becker, New York, to organize his own company, John N. Kolen Co., with offices at 60 E. 42nd St. The company will offer small- to medium-size pharmaceutical manufacturers a "complete marketing package." It will also offer large drug companies special marketing services.

'Electronics' Names Winner

Bruce A. Winner, midwest district manager of *Electronics*, a McGraw-Hill publication, will become advertising sales manager of the magazine on March 1, with headquarters in New York. He joined the company in 1954 as an advertising salesman.

FREE

DETAILED INFORMATION ON MERCHANDISING AVAILABLE FOR GROCERY OR DRUG PRODUCTS IN MY NEGRO MKT.

Station WWRL
Woodside 77,
New York City

Caldwell-Clements Hits McGraw-Hill With New Lawsuit

NEW YORK, Feb. 24—An anti-trust suit seeking treble damages of $443,217 has been filed in federal court here against McGraw-Hill Publishing Co. by Maurice Clements, Spring Lake, N. J., trading as Caldwell-Clements Co.

In 1953, Caldwell-Clements Inc., which was dissolved in 1956 and now operates as Caldwell-Clements Manuals Corp., founded an electric appliance business paper called *Mart*. Subsequently, it is alleged, McGraw-Hill distributed a series of sales promotion articles to prospective advertisers in *Mart*.

These promotion pieces, it is alleged, were designed to divert advertising from *Mart* to McGraw-Hill's publication, *Electrical Merchandising*.

As a result, it is charged, publication of *Mart* had to be discontinued in April, 1954, and plaintiff claims to have lost an investment of $40,652, and sustained losses amounting to $107,086. (*Mart* was sold by C-C to Buttenheim Publications in September, 1956.)

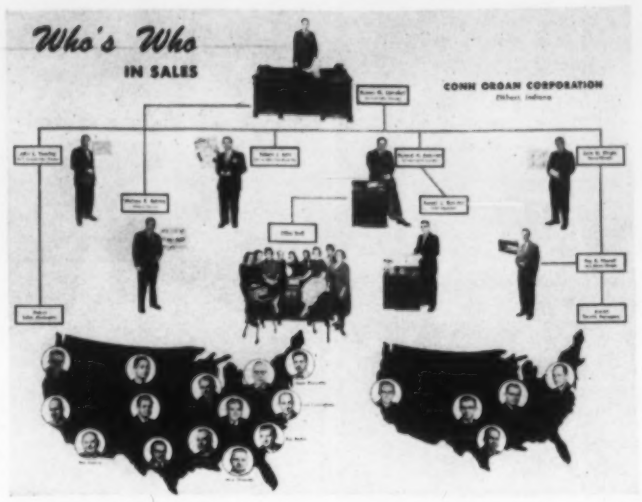
■ Mr. Clements bases his claim for damages subsequent to Jan. 4, 1954, when he executed a release under which a prior suit filed by Caldwell-Clements against McGraw-Hill was discontinued (AA, March 15, '54).

In his current complaint, Mr. Clements alleges that McGraw-Hill's sales promotional pieces and advertisements against *Mart* were supplemented by a conspiracy with representatives "of certain advertising agencies, electrical appliance manufacturers and survey specialists, the names of whom are not presently known to plaintiff."

Caldwell-Clements has been engaged in various lawsuits against McGraw-Hill over the past ten years. A former anti-trust suit was discontinued by an agreement between the two companies for an undisclosed consideration paid to Caldwell-Clements by McGraw-Hill (AA, March 15, 1954).

■ In a statement released by McGraw-Hill the action brought by Mr. Clements was referred to as "ridiculous."

"The action," McGraw-Hill said, "is being brought by a vindictive former employe and is typical of the fantastic claims he has been making over many years." #



TELLING DEALERS—*Conn Organ Corp., Elkhart, Ind., found this unusual illustrated sales organization chart a welcome mailing to dealers after extensive reorganization of the department. The original was 17x22". The mailing, according to R. J. Kohl, advertising and sales promotion manager, not only creates more friendly feelings but serves a useful purpose in funneling letters and phone calls from dealers to the proper individual.*

Canco Promotes King

J. Whitney King has been appointed manager of sales promotion and advertising of the Canco division of American Can Co., New York. He formerly headed Canco sales promotion activities which have now been combined with the division's advertising functions.

Stone Promotes Stone

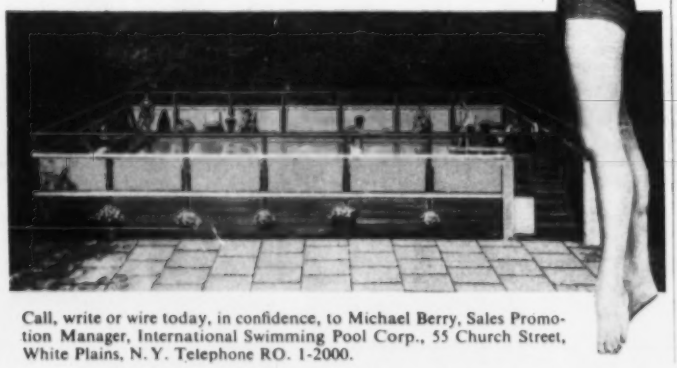
Alan Stone, formerly market research manager of Stone Container Corp., Chicago paperboard and boxboard manufacturer, has been appointed to the new post of director of marketing services.

What a Grand Prize for your CONTEST!

The sensational new

ESTHER WILLIAMS LIVING POOL

You've seen it prominently featured in America's leading sports magazine! You've seen it on the Steve Allen NBC-TV show! As a contest prize, the new Esther Williams Living Pool has unlimited potential for publicity and promotion. Now this fabulous new pool is available—on a strictly selective basis—as the grand prize in a limited number of high-caliber contests that can guarantee real mass exposure.



Call, write or wire today, in confidence, to Michael Berry, Sales Promotion Manager, International Swimming Pool Corp., 55 Church Street, White Plains, N.Y. Telephone RO. 1-2000.

Lightolier Hikes Budget 20% to Alltime High

Lightolier Inc., Jersey City, manufacturer of lamps and lighting fixtures, has boosted its ad budget 20% over last year, for the "largest campaign in its history." The consumer schedule includes full pages in *Better Homes & Gardens, House Beautiful, House & Garden, Living for Young Homemakers, New York Times Magazine* and the *Sunday Dallas Times Herald*. Each ad will launch a specific promotion and will be supported by a merchandising kit containing reprints, mats, countercards, envelope enclosures, banners, display suggestions and sales training helps.

Trade and professional advertising will run in *Architectural Forum, Consulting Engineer, Electrical Construction & Maintenance, Interior Design, Interiors, Illuminating Engineers, Progressive Architecture* and *Qualified Contractor*. Alfred Auerbach Associates, New York, is the agency.

'TV Tips' Gets Under Way With Tests in Two Cities

TV Publications, Jacksonville, Fla., is getting under way with its proposed *TV Tips*, first scheduled for production in mid-1958 (AA, April 28, '58). The new publication, which will be issued first in Jacksonville and Indianapolis, will be distributed free through chain and independent grocery stores. TV Publications will pay stores $2.50 per 1,000 to put the publication in shopping bags at checkout counters.

TV Publications says it has signed up some 20,000,000 weekly distribution in 50 different markets for the tv program listing booklet. Richard A. Feldon & Co., New York, and Dale McCutcheon Co., Chicago, have been named to represent the new publication.

Courage to Dudgeon, Taylor

Jay W. Courage, formerly a vp and account executive of Denham & Co., Detroit, has joined Dudgeon, Taylor & Bruske, Detroit agency, as vp of public relations and an account executive.

Clinton Appoints Keller

Clinton Cottons Inc., New York, sales agent for Clinton and Lydia Cotton Mills, has appointed Gerald Keller Co., New York, its first advertising agency.

WHAT'S UP?*

* Saturday Evening Post circulation, that's what! Up over 6,000,000 with the Feb.14 issue! Know why? Editorial vitality that builds reader demand, that's why!

The Post is hotter'n a rocket!

A CURTIS MAGAZINE

THE MAN THE PUBLISHERS FORGOT

(...'til now!)

He's the farm store owner. Now a new magazine, FARM STORE MERCHANDISING, helps him and more than 30,000 of his busy brothers sell a flock of products to a booming farm market. Learn more about the market advertisers shouldn't forget in BPRD Classification 44A or by writing to . . .

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67, Minneapolis 40, Minn.

Coming Conventions

*Indicates first listing in this column.

Feb. 28-March 3. Advertising Specialty Guild of America, Guild Exposition. Sales Management Conference, Feb. 28, Hotel La Salle, Chicago.

March 2-3. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 4. California Broadcasters Assn., annual meeting, El Dorado Inn, Sacramento.

March 5-6. Assn. of National Advertisers, Advertising to Business and Industry, Hotel Webster Hall, Pittsburgh.

March 6-8. Affiliated Advertising Agencies Network, midwest regional meeting, Lake Lawn Lodge, Delavan, Wis.

March 13-14. Virginia Press Assn., annual Old Dominion advertising conference, Motor House, Williamsburg, Va.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 18. Magazine Publishers Assn., annual conference on the economic outlook, Hotel Pierre, New York.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 1. Assn. of National Advertisers, Advertising Research Workshop, Hotel Pierre, New York.

April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

April 2-3. Life Advertisers Assn., eastern roundtable, Hotel Barbizon Plaza, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

April 12-16. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

*May 21-22. American Marketing Assn., Montreal chapter, conference on "Montreal, Canada's Keystone Market." Queen Elizabeth Hotel, Montreal.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

*Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Carney Associates Bows

C. J. (Chuck) Carney Jr., formerly managing director of the Society of Packaging Handling Engineers, has formed Carney Associates at 28 E. Jackson Blvd., Chicago. The company will serve as a "creative action consultant" and special project manager for makers of packaging and materials handling equipment. It will specialize in idea and innovation research, marketing and sales management. It will also provide limited consulting services for exhibit and trade show management in the fields of cost analysis and operation review, as well as management services for "limited budget" professional groups.

Denver Art Directors Club Publishes 2nd Art Book

The Art Directors Club of Denver has published its "Second Annual of Advertising & Editorial Art," which contains work exhibited last spring by the club. The book includes illustrations of 154 award-winning pieces of advertising and editorial art in 13 categories. Copies of the annual may be ordered at $2.50 each from Jim Ellis, treasurer, ADCD, Tool & Armstrong Advertising, 911 Acoma St., Denver.

Robotham Reorganizes

Robotham Advertising Agency has opened new offices at 242 Park Sq. Bldg., Boston. The agency has been reorganized with W. Robert Robotham and S. H. Knowles as the principals. Mr. Robotham was formerly treasurer of Copley Advertising Agency and prior to that was president of Robotham Inc.

HOW ABOUT SOCIETY WOMEN FOR YOUR LIQUOR AD?
For Top Society Testimonials
Call Elsie Wisner Hearst Society Columnist whose long background in field will fill your most exacting needs. Accounts serviced: Camels, Tareyton, Nash, Philco, Lord Calvert, General Foods, etc. National and international coverage. Elsie Wisner, 159 E. 49 St., New York City, PLaza 5-0826.

POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

How to become a V.I.P...

(without getting ulcers)

No strain—no pain! Just casually mention to the boss that paper costs represent about 25% of the average printing job—and Consolidated Enamels can save him up to 20% *without cutting quality.*

These savings are possible because Consolidated specializes in the manufacture of enamel printing papers. By using its own modern methods, Consolidated eliminates several costly manufacturing steps while maintaining finest quality.

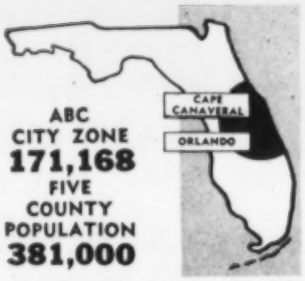
FREE PRESCRIPTION! Ask your Consolidated Paper Merchant for free trial sheets. Have your printer make a test run to compare performance, quality, costs. Then let the boss make his own diagnosis.

Available only through your Consolidated Paper Merchant

Consolidated enamel printing papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING
Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. LaSalle St., Chicago 3, Ill.
World's largest specialist in enamel printing papers

Gateway to the MOON



ABC CITY ZONE
171,168
FIVE COUNTY POPULATION
381,000

100,000
DAILY CIRCULATION

Orlando Sentinel-Star
ASK BRANHAM

Orlando Sales Soar

$46 Million Plus In General Merchandise During 1957

321 Pct. Ahead of Florida Avg.

276 Pct. Ahead of National Avg.

— From Sales Management

Life Insurance Ads Masterminded by Companies, Not Agencies: Barnes

Institute VP Indicates Insurers Need Better Attitude Toward Admen

SARATOGA SPRINGS, N. Y., Feb. 24 —Advertising agencies do not push the marketing button in life insurance companies, contrary to a growing popular belief, Donald F. Barnes, vp in charge of advertising of the Institute of Life Insurance, told the New York State Life Managers Assn. here Friday.

"A certain number of well-informed people in life insurance apparently believe today," Mr. Barnes said, "that Madison Avenue is helping to dictate the marketing practices of the life insurance business, and is doing it in a pretty shoddy way.

"Like life insurance, 'the ad game,' as its detractors call it, is still undecided whether it should be a profession, a business or an art. And, like life insurance, it attracts people of all shapes, sizes and moral character.

■ "Most life insurance clients have retained their advertising agencies on the same basis a prospect buys from a life insurance agent—confidence in the agency's people, warmth toward its general ideas of doing business, and admiration for what it has done in the past.

"But can advertising agencies," Mr. Barnes asked, "truly invade the marketing sphere of life insurance as they have the field of the impulse buying—the things you may or may not take off the shelves of the supermarket? Can they give a life insurance company a 'unique selling proposition?' And, if they suggest it, will the company accept it?

"To arrive at an answer, we must look at two factors: What the life insurance companies are doing today in their advertising, and what the agencies think they should be doing. The first is on record. I have tried to get several major agencies on the record in respect to the second."

■ Mr. Barnes pointed out that Prudential "divides itself between what amounts to billboard advertising in the Sunday magazines" and "mood" commercials on its tv show. Metropolitan is a long-distance runner and has built the acceptance of its health and welfare program through year-by-year consistency. "Certainly, these two campaigns have proved to be company oriented, not agency oriented," Mr. Barnes said.

New York Life's slogan that its agent is a good man to know, he said, was a company-conceived advertising program. After citing a number of other companies—Equitable, Mutual of New York, Northwestern Mutual, John Hancock, Travelers, etc.—Mr. Barnes, without naming the agencies, quoted from letters he had received in answer to questions on what agencies think life insurance companies should do. These included such comments as these:

"Life insurance should adopt the merchandising methods others have shown to be successful.

"Each new technique must be judged individually.

"I do not think life insurance advertising will ever get like soap advertising. In life insurance there are many more appeals."

■ Too many life insurance people, Mr. Barnes said, do not understand the purpose of the advertising agency. "There have been too many books written about 'hidden persuaders' and their first cousins, the hucksters. Most advertising people are principally interested in helping the selling force of a business to sell more effectively.

"I feel you are unwise," Mr. Barnes told his colleagues, "to condemn an advertising man because he is in advertising. Life insurance represents an extremely complex business. So does advertising. Get to know the people in it. Learn something about their problems before you try to decide what buttons he is pushing."

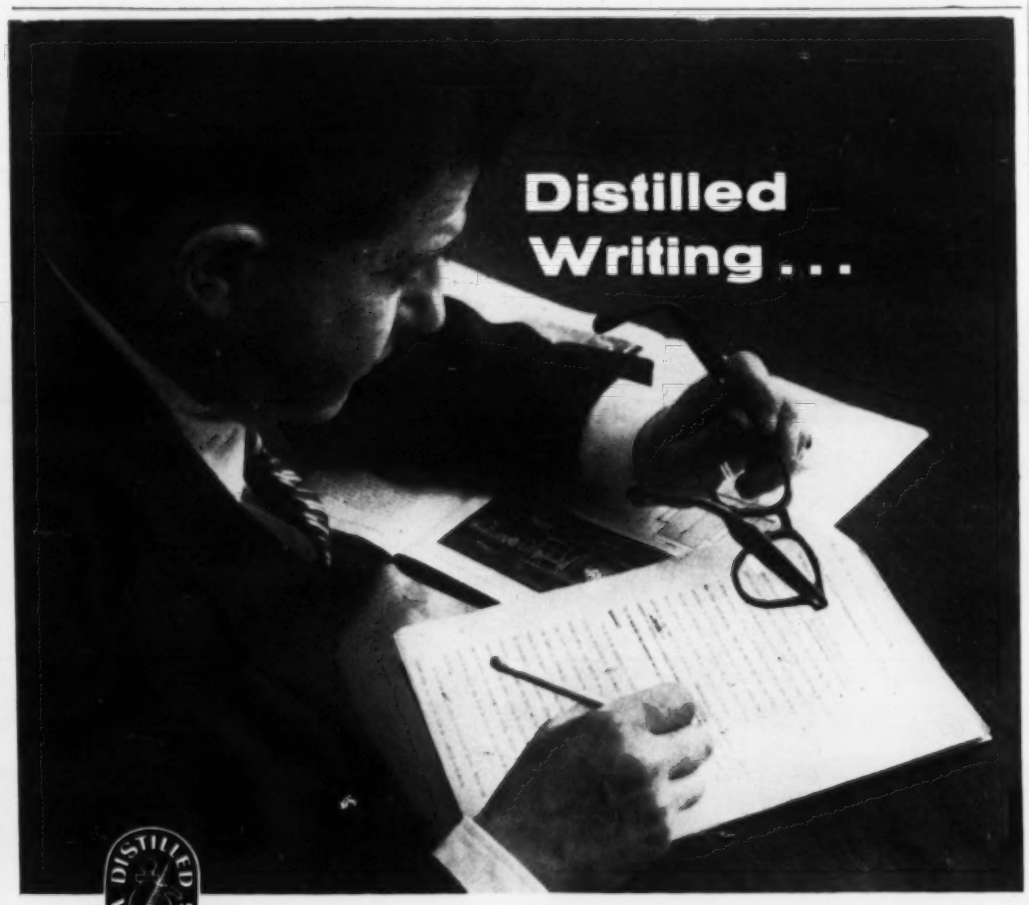
On the other hand, Mr. Barnes noted that the advertising agency people cannot understand the growth and function of the life insurance business unless they strive harder than most of them have seemed willing to do.

"Life insurance field men," Mr. Barnes said, "are naturally suspicious of a business which says manpower isn't the vital element in moving goods. Here is a point where advertising people might well study history and I would recommend that it be Owen Stalson's fine book, 'Marketing Life Insurance.'

"Life insurance and advertising need to know each other better. Many in advertising and insurance undertake to be experts in both and in all honesty I do not know a single person who is." #

Sears Sees Mail Growth

Sears, Roebuck & Co., Chicago, had its biggest mail order year in both tonnage and volume last year, and plans to expand its activities in this field. Edward Gudeman, vp in charge of merchandising, said mail orders in 1958 accounted for about one-fourth of Sears' gross sales of $3,937,000,000. Growth of mail order business, he said, will come primarily through catalog sales offices in small communities which cannot support a Sears retail outlet.



Editorial Quality Control

How do you control quality in a technical magazine?

On the 10 specialized IPC magazines, the Distilled Writing staff is responsible for quality control. Under the direction of Dr. David Kinsler, this department works with the editors of all magazines until the extra words are squeezed out of their copy.

Result: Bright, clear, concise, easy-to-read content that makes every IPC magazine a leader in its field. Articles are shorter — making room for more articles to appeal to more readers.

This editorial quality control means IPC magazines get read . . . your advertisements in these magazines get read too!

A-12-59

Franchise Circulation gets magazines to the men who buy.

Distilled Writing gets magazines read.

IPC THE INDUSTRIAL PUBLISHING CORPORATION
812 Huron Road • Cleveland 15, Ohio • SU 1-9620
NEW YORK • CHICAGO • LOS ANGELES • LONDON

Send for these Free Market Facts

(CLIP THIS AD AND MAIL WITH YOUR LETTERHEAD)

Air Conditioning & Refrigeration
☐ The Refrigeration & Air Conditioning Wholesaler, #147R.
☐ A Study Of Firms Engaged in The Business Of Air-Conditioning, Heating & Commercial Refrigeration, #169R.
From: REFRIGERATION AND AIR CONDITIONING BUSINESS

Fluid Power
☐ Market Study For Fluid Lines & Cylinder Tubing.
☐ Market Study For Valve Solenoids.
From: APPLIED HYDRAULICS AND PNEUMATICS

Power Transmission
☐ A discussion of the markets for gears, speed reducers, bearings, couplings, clutches and other power transmission devices, #221D.
From: POWER TRANSMISSION DESIGN

Material Handling
☐ How Does Industry Buy Material Handling Equipment In Cleveland, #230F.
☐ Material Handling Reader Response Study, #163F.
From: MATERIAL HANDLING ENGINEERING

Office Products
☐ The Characteristics Of The Market For Office Equipment, #144M.
From: MODERN OFFICE PROCEDURES

Precision Castings
☐ Correlation Of Die Casting Sales To Inquiries, #174P.
☐ Precision Metal Molding Production Data Book for 1958, #143P.
From: PRECISION METAL MOLDING

Industrial Safety
☐ Market For Floor Cleaning Machines.
☐ Market For Safety Equipment.
From: OCCUPATIONAL HAZARDS

Welding
☐ A Study of 1093 Of The Nation's Leading Independent Welding Supply Distributors, #237W.
☐ Welding — Study Of Reader Buying Power, #189W.
From: INDUSTRY & WELDING

Marketing Department
THE INDUSTRIAL PUBLISHING CORPORATION
812 HURON ROAD • CLEVELAND 15, OHIO

A-13-59

BENEFIT—*Whitney Seed Co. features lawns in use in its coming spring campaign in American Home, Better Homes & Gardens' garden ideas issue and newspapers in the Midwest and East. Lloyd Mansfield Co., Buffalo, N. Y., is the agency.*

5¢ Daily Vanishing; Proportion Dips from 66% to 58% in Year

NEW YORK, Feb. 24—A trend toward more 7¢ and 10¢ dailies and fewer nickel newspapers is increasing, according to a survey by the American Newspaper Publishers Assn., issued last week.

Of 1,717 dailies reporting to the ANPA, 696 report single copy prices ranging from 6¢ to 10¢. This compares with 507 in the nickel-plus category one year ago. Newspapers selling at 5¢ represent 58.2% of the total surveyed, as against 66% reporting a 5¢ price a year ago.

■ In another survey, the ANPA reported that U. S. newspapers used 2.3% more newsprint in January than in the same month last year. Newspapers reporting newsprint consumption used 394,908 tons in January, as against 385,893 tons in January, '58.

Total estimated consumption in the U. S. for January was 526,544 tons, as compared with 514,524 tons used in the like period last year. #

Dewey Moore, Four Clients Move to Cole Fischer

Dewey Moore has been appointed an account supervisor of Cole Fischer Rogow Inc., Beverly Hills and New York. Mr. Moore, who operated his own agency before joining Cole Fischer Rogow, brought the following accounts with him: Dumont Aviation Associates, Solrac Inc., John F. Mawson Co., State Plumbing & Heating Co. and Products Research Co.

Cole Fischer also has been named agency for Stillman Rubber Co., Culver City, Cal., designer and manufacturer of technical rubber products for industry and the aircraft and missile fields. Mrs. Lorraine Moore, formerly with the Dewey Moore agency, has joined Cole Fischer as print media director.

Earnings of Advertisers

1958 Fiscal Year

Company	Sales 1958	Sales 1957	Earnings 1958	Earnings 1957	Earnings a share 1958	Earnings a share 1957
Caterpillar Tractor Co.	$ 585,163,522	$ 649,904,676	$32,239,831	$40,012,023	$3.48	$ 4.35
Chrysler Corp.	2,165,381,754	3,564,982,510	(33,824,565)[a]	119,952,406	—	13.75
Foote Bros. Gear & Machine Corp.[b]	12,159,829	19,107,092	294,566	1,083,440	.65	2.52
S. S. Kresge Co.	384,379,362	377,169,219	13,794,581	13,333,794	2.50	2.42
Kroger Co.	1,776,175,147	1,674,123,593	21,629,930	20,635,207	1.76	1.70
McCrory Stores Corp.	109,760,141	111,751,350	2,858,944	3,304,654	1.16	1.36
Pacific Finance Corp.	584,050,687[c]	552,339,298[c]	6,852,777	6,407,915	5.21	5.17
Parke, Davis & Co.	172,582,792	162,287,823	28,040,851	27,929,887	1.89	1.89[d]
Union Tank Car Co.	94,869,000[e]	62,953,000	6,910,411	8,253,956	2.16	2.64
Weyerhaeuser Timber Co.	410,359,605	420,601,133	49,614,586	53,425,099	1.64	1.76

[a] Net loss. [b] Fiscal year ends Oct. 31. [c] Volume of loans and discounts acquired during the year. [d] Calculated on basis of 3-for-1 stock split made in 1958. [e] Reflects 1958 sales of Phoenix Mfg. Co., Graver Tank & Mfg. Co. and Graver Water Conditioning Co., acquired in September, 1957, the full year revenues of Refiners Transport & Terminal Corp. and partial year's sales of Sparling Tank & Mfg. Co., acquired in February, 1958, and Lang Co., bought July, 1958.

'Free Press' Adds Ad Dept.

The *Detroit Free Press* has created a department store advertising department. William F. Benson has been named director and Irving Herman assistant director of the new department.

Marthey to U. S. Productions

Ken Marthey, formerly tv-radio group head at McCann-Erickson, has joined U.S. Productions, New York, film producer, as vp in charge of tv commercial spot production.

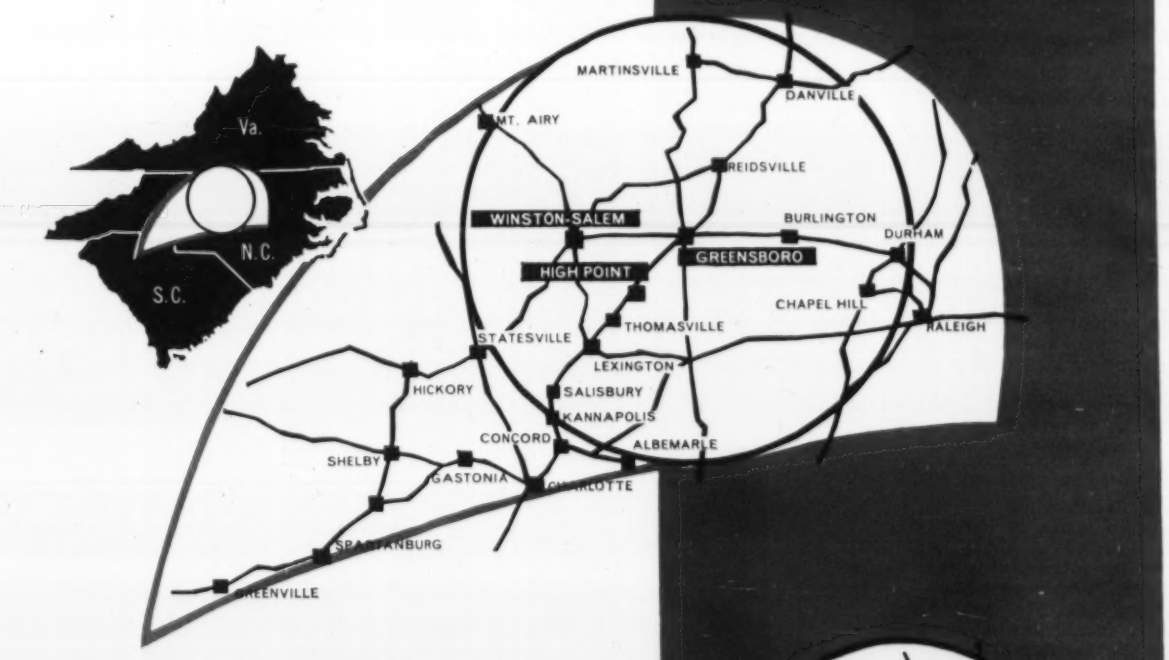
'Stereo Hi-Fi' Will Bow

Stereo Hi-Fi Retailing, a new publication for stereo hi-fi trade circles, will bow in April. It will be published by M. J. Dick Publishing Co., 1628 Lunt Ave., Chicago 26.

PHOTOSTAT USERS!!!
Cut your costs 70%
with Exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY
108 W. Lake St., Chicago 1, FRa 2-8605

VIDEOTAPE™*
Dynamic new dimension in TV advertising
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION
*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

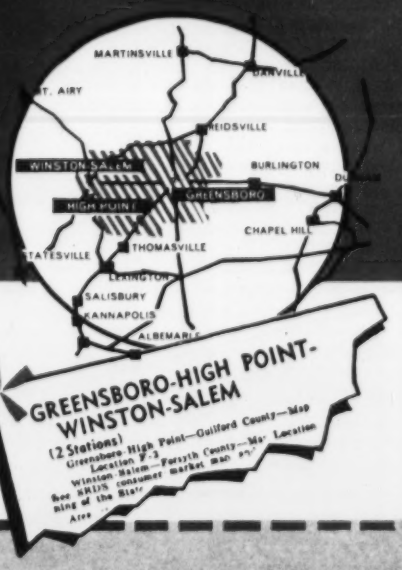
this is the Piedmont Industrial Crescent . . .
and it's Dominated by wfmy-tv



The Piedmont Industrial Crescent is a unique concentration of buying power . . . a vast "area laboratory" . . . stretching across the productive Piedmont section of North Carolina, South Carolina and Virginia.

It is a vast urban complex created by bustling cities, booming industry and big agricultural purchasing power where millions of your customers WORK, EARN, SPEND.

Strategically located at the hub of this big year-round market is WFMY-TV. . . the most powerful selling influence, by far.



This Is North Carolina's **Interurbia**

. . .The largest metropolitan market in the two Carolinas. Here, WFMY-TV dominates because it serves . . . sells.

GREENSBORO-HIGH POINT-WINSTON-SALEM
(2 Stations)
Greensboro-High Point—Guilford County—Map Location
Winston-Salem—Forsyth County—Map Location
See WFMY consumer market map on line of the Blair Area

CBS 2

wfmy-tv
GREENSBORO, N. C.

Represented by Harrington, Righter and Parsons, Inc., New York, Chicago, San Francisco, Atlanta, Boston, Detroit

Along the Media Path

"By 1859 there were more than 50 . . . plants . . . making lamp oil . . . Their combined production that year was 22,750 gals.," according to **Oil & Gas Journal** in its huge issue commemorating oil's first 100 years. The issue, dated Jan. 28, includes sections on "Profile of an Industry," "Exploration," "Drilling," "Production," "Transportation" and "Refining-Petrochemicals." It contains 656 pages.

• **Modern Packaging** has set up a panel of university educators scheduled to counsel the magazine's readers on how to capitalize on its editorial content. Thus far, 42 members of the panel have been selected. The reader service program, inaugurated by *Modern Packaging* in January, calls for year-around, across-the-desk briefings of its readers. In these briefings, the executives are given counsel on solving packaging problems through the publication's services. "This program of activated, supervised readership represents a complete departure from conventional publishing practice," according to Alan S. Cole, president, "and as such, promises to open a significant new era in publisher-reader-advertiser relations."

• The **Hartford Courant** uses an eye-catching sketch of a cannibal in its ads and explains, "But everyone else reads *Courant* ads!" The newspaper adds, "This gentleman doesn't read newspaper ads. He doesn't have to—he makes his living chasing missionaries."

• A March of Dimes promotion in Albuquerque called for a 30-mile march by **KQEO's** Paul Bain. Listeners to the station were urged to contribute a total of $100 for each mile walked by Mr. Bain from his starting point 30 miles away. The station reports that it exceeded its goal with pledges of about $4,000.

• **Travelers Broadcasting Service Corp.**, Hartford, plans to build a broadcasting center to house its tv, am and fm activities in the new Hartford Front Street-Market Redevelopment. The project will entail an investment of more than $2,000,000, Travelers says.

• **WCAU-TV**, Philadelphia, says it created a "new image" for itself in a matter of two weeks. The tv station used the slogan, "The greatest movies ever made are now on Channel 10," on the air and in outdoor and newspapers in an intensive campaign. The station says that early results show that its "early show" rating increased by 74% and its "late show" by 104% over the preceding month.

• "You're So Right, *Esquire*" is the title of a new promotion piece by **Playboy**, which happily sends around again a piece originally used by *Esquire* five years ago that started: "You're so right, Curtis Publishing Co." *Esquire* had picked up a statement from *The Saturday Evening Post* saying that "Newsstand sales are the key test of a magazine's vitality. . ." At the time *Esquire* used the taunt, it stood on the top of seven "class" magazines, with newsstand sales representing 46.7% of its circulation. *Playboy's* version finds *Playboy* leading nine magazines, with its newsstand circulation proportion at 86.8%.

• The **Gazette**, Alexandria, Va., celebrated its 175th anniversary Feb. 5 by issuing a special 128-page edition.

• **WLOB**, Portland, Me., radio station, has decided to substitute the word, "musicaster," in place of "disc jockey," when referring to the station's record-playing announcers. The station feels that the word should take its place beside "newscaster" and "sportscaster" and besides, "Disc jockey is not a flattering term."

• A **Blair-TV** and **Blair Television Associates** mailing piece consists of five envelopes—each smaller than, and fitting inside, the one before—with the spot schedule of five national advertisers on the face of each. A card inside the last envelope is headed, "All shapes, all sizes" and adds, "Spot tv comes in your size, too."

• **Industrial Supplier and Distributor News** reports that its first issue, in January, carried 25 pages of advertising.

• The **Asheville Citizen-Times** published a special 64-page section with its Jan. 25 issue which was built around the five-year industrial growth of the area. The section, called "The Western North Carolina Story," carried 109,018 lines of retail and general advertising.

• The **Chicago Tribune** has inaugurated a weekly column in its Sunday editions covering items of interest to boating enthusiasts. The column is called "Boat Notes" and includes a calendar of future events of interest to sailors and power boaters alike.

• The **Virginian-Pilot & Ledger-Star** thinks it is the first individual newspaper to put on its own "Total Selling" rally following the pattern created by the American Newspaper Publishers Assn.'s Bureau of Advertising for promoting newspaper advertising.

• A folder by **TV Guide** promotes the publication's "1959 Editorial Year" with a brief rundown of what *TV Guide* will include in the coming year.

• Effective with the March issue, **Popular Homecraft** will be sold in supermarkets from coast to coast. The magazine, subtitled "The Man's Magazine for Home Improvement and Suburban Living," is seeking "quality circulation," according to the publisher. The magazine is also distributed by subscription and on newsstands.

• **Mechanix Illustrated** has scheduled a new merchandising program for this fall which will include a home workshop bench set up in hardware outlets. The bench will serve as a center display for products of advertisers qualifying for the promotion.

• **Temas**, New York Spanish-language monthly, is offering its advertisers a new merchandising service in Spanish grocery stores in New York. *Temas* staffers are setting up posters and point of purchase materials captioned "Recommended by *Temas*" in the stores. Stores are urged to stock up on the products advertised in the magazine.

• With its March 3 issue, **Look**

St. Anthony MESSENGER
National Catholic Family Magazine
Belongs on every mail order schedule because it PAYS!
MAY ISSUE CLOSING MARCH 20
Orders and Sample Copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

Now...Air Express goes

Almost twice the speed at the same low rates

The giant planes that have opened the Jet Age carry both passengers *and Air Express!* As a shipper, you are entering a brand new ten-mile-a-minute world.

The whole U. S. A. is now your local market. Your shipments cross the nation in 270 minutes—just about *half* the previous time. Your goods can go on sale thousands of miles away the same day they are shipped. Business will boom, inventories decline, duplicate warehouses disappear.

These are vast and electrifying changes. And Air Express prepared more than a year ago to help you take them in stride. Added fleets of modern trucks, many radio dispatched . . . added fast moving conveyors at airports . . . added a nationwide private wire network . . . all designed to give you jet age speed from the ground up!

CALL AIR EXPRESS . . . division of RAILWAY EXPRESS AGENCY

inaugurated a series of house ads which is designed to explain how business organizations in specific industries are strengthening the American way of life. The opening ad urges readers to speak up against unwarranted attacks on American industry. The following six will cover the food, appliances, automotive, chemical, metals and petroleum industries.

• The **Washington Post & Times Herald** has contracted for an addition to its building at 1515 L St., N.W. The addition will be an extension of the basement and first five floors of the present building, which was completed in 1950. The new section is expected to be completed in 16 months.

• **Seventeen,** Metro-Goldwyn-Mayer and five manufacturers (American Enka Corp. rayon fiber, Jane Irwill sportswear, Jonathan Logan dresses, Slimtite lingerie and Weil perfumes) will participate in a nationwide tie-in to promote M-G-M's "Green Mansions." A six-page ad portfolio in the April issue will launch the campaign. Retail stores and movie theaters will also participate in the promotion, *Seventeen* says.

NO LION
YOUR BEST BET IS WCPO COLOR RADIO
1 ONE YEAR OLD TODAY
I CAN'T BEAR
TO LISTEN TO ANYTHING BUT WCPO COLOR RADIO
1 ONE YEAR OLD TODAY

GAGS, ETC.—*WCPO celebrated its first year with "color radio" with punsters like these touring the Cincinnati downtown area.*

• Starting with the January issue, **Microwave Journal** switched from a bi-monthly to a monthly schedule—not from a monthly to a bi-monthly as erroneously stated in ADVERTISING AGE two weeks ago (AA, Feb. 16).

• **KSD-TV,** St. Louis, is using a series of newspaper pages to promote its shows "for all the family." Latest in the series is one promoting its children's shows broadcast between 4 and 6 p.m.

• Circulation managers abroad have some tricks not normally found in the bag of the U. S. circulation manager. In France, for example, the **Realites Group** (*Realites, Connaissance des Arts, Entreprise* and *Top*) has been offering two bottles of Cointreau in return for one-year subscriptions to three of its magazines.

• **Department of New Laurels:** **Holiday** reports ad revenue for the first three months of 1959 of $2,101,251—up 8% from last year's quarterly revenue of $1,946,326. Linage went to 177,737 for the 1959 quarter—up 4% over the 170,960 lines run in the same period in 1958.

Harper's Magazine and **The Atlantic** report a joint gain of 63% in linage and 93% in billings for February of this year compared to 1958.

A gain of 117 ad pages during the first two months of 1959 compared to the previous year has been reported by **Electronic Design.** The gain represents a 39% increase for February, the publication says.

The **Long Beach Independent & Press-Telegram** received the top award for community service from the California Newspaper Publishers Assn. The award was presented for a series of articles on land sinkage in Long Beach because of removal of oil from fields in the area and the newspaper's recommendation of water-injection to replace the oil.

A 17% increase in ad space sales for February, compared to February of last year, has been reported by the **Contractor.** Column inches totaled 1,869 last February and 2,194 this year. The *Contractor* also reported a record January with 1,682 column-inches compared to 1,608 in January of last year—an increase of 4.6%.

For the first quarter of 1959, **Outdoor Life** says it had "the greatest advertising linage and revenue in its 61-year history." The publication also reports that its current circulation guarantee is its largest—1,000,000.

American Girl reports a 13% increase in advertising revenue for February. Ad linage is also ahead of February, 1958, the publication says.

The January and February issues of **Successful Selling** carried more than twice the ad linage as the same issues in 1958, the publisher reports. The January issue showed a gain of 103% and February, 135%, *Successful Selling* says.

The **New York Herald Tribune** says that its *World Travel Guide,* which appears March 1, runs to 80 pages—"one of the largest ever published." Following publication, copies of the section will be available for 15¢ each from the newspaper, Department 2, 230 W. 41st St., New York 36.

The international editions of **Time** topped the 500,000 mark in circulation for the first time with the Jan. 19 issue, according to David **Ballard,** circulation director.

JET!

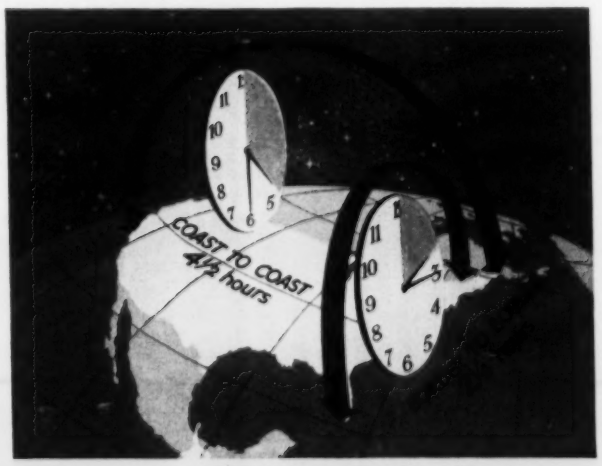
Yet Air Express rates are still low, still unchanged. For jet as for regular service, rates at many weights and distances cannot be beaten. And only Air Express offers you one carrier door-to-door speed to thousands of U. S. cities and towns. Explore all the facts. Call Air Express.

AIR EXPRESS

GETS THERE FIRST via U. S. SCHEDULED AIRLINES

A private wire system co-ordinates all Air Express operations throughout the country . . . keeps your shipment moving swiftly and steadily to its destination.

13,500 Air Express trucks are at your service. Many are equipped with two-way radio communication for fast pick-up, often minutes after you call up.



Jet-fast Air Express now flies coast to coast and border to border. New cities in every section of the country will be added to the schedule as quickly as possible.

JUST LIKE SIGMUND AND HIS COUCH

people REACT to the voice and vision of NBC in South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

Des Moines Dailies Boost 3

Richard C. Lee, retail advertising manager of the *Des Moines Register* and *Tribune*, has been appointed manager of sales development, a new post. Robert C. Conner, manager of the newspapers' picture magazine and color comics advertising department, succeeds Mr. Lee. Ross Dalbey, a member of the national advertising staff, succeeds Mr. Conner.

Three to Dreyfus & Gardner

Three advertisers have named Dreyfus & Gardner, Los Angeles, to handle their accounts. They are Solex Mfg. Co., Los Angeles maker of corneal contact lenses; Stephen's Trusonic, Culver City, maker of a line of high fidelity loudspeakers and enclosures; and Arch Industries, importer of handmade furniture designed by Dan Johnson in Rome, Italy.

Israel Ad Magazine Debuts

Dor Hapirsum, a bi-monthly advertising trade publication in the Hebrew language, is now being published in Israel by the Israel Advertising Assn., Tel Aviv. The publishing venture is designed to raise the standards of the ad profession and provide a sounding board for new advertising ideas and techniques in Israel.

KPIX Appoints Christensen

A. H. (Chris) Christensen has been appointed sales promotion and advertising manager of KPIX, San Francisco, succeeding George Goldman, who has resigned. Mr. Christensen was formerly ad and sales promotion manager of WJZ-TV, Baltimore, also a Westinghouse Broadcasting Co. station.

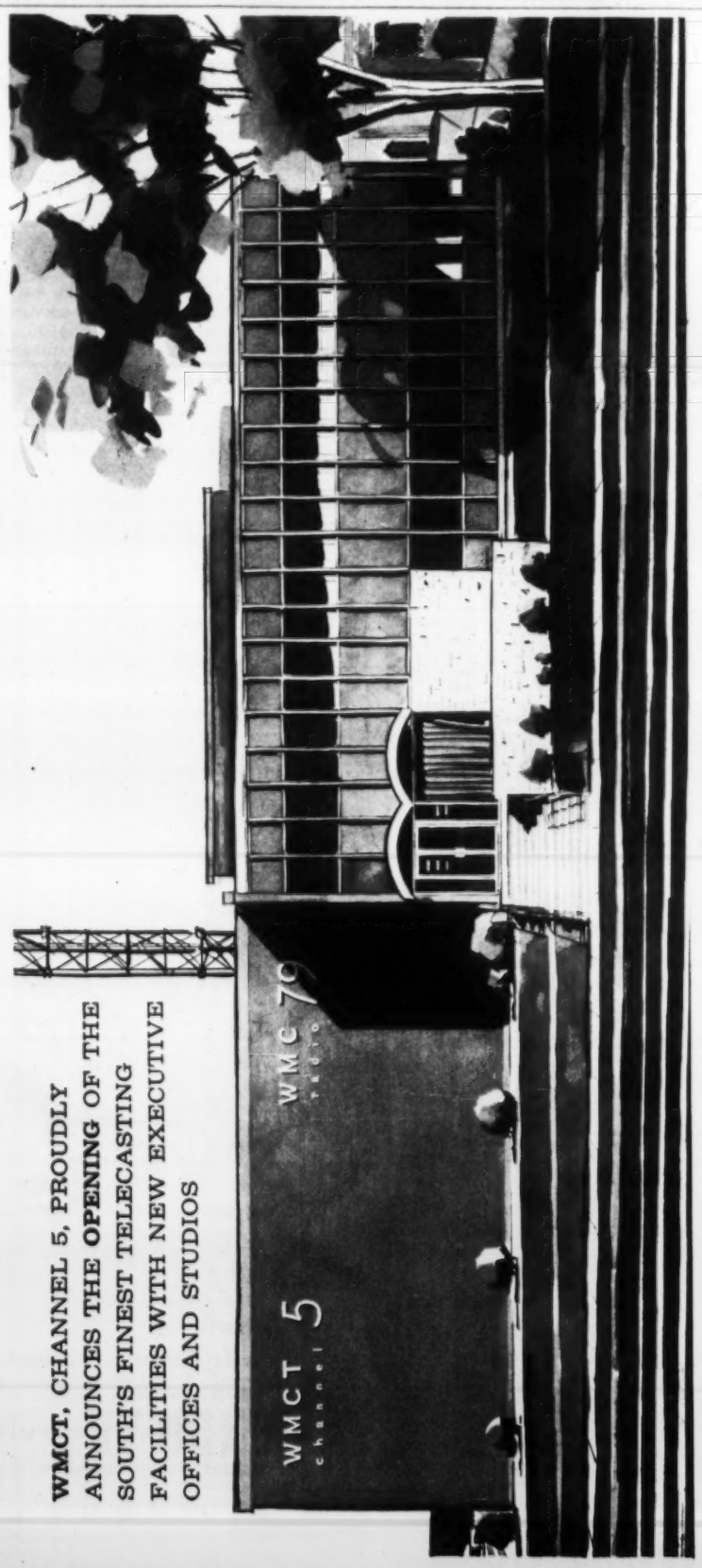
VIDEOTAPE™

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

BIRTHDAY PRESENT —*Blitz - Weinhard Brewing Co., Portland, Ore., whose cheerful promotions have included a project to "Keep Times Square Green" (AA, March 17, '58), presents Oregon with a centennial gift—a half-hour recorded show available for radio use—in this newspaper page. Weiner & Gossage, San Francisco, is the agency.*



WMCT, CHANNEL 5, PROUDLY ANNOUNCES THE **OPENING** OF THE SOUTH'S FINEST TELECASTING FACILITIES WITH NEW EXECUTIVE OFFICES AND STUDIOS

These, the newest, largest, finest, and most completely equipped television studios in Memphis and the South, feature the latest scientific and electronic developments available to the television industry.

More than ever before, your best buy to reach more people in the rich Memphis and Mid-South area is WMCT—now creating a new image, a new advance in listening and viewing.

Channel 5
100,000 watts • NBC Affiliate
SHOWPLACE OF THE SOUTH
National Representatives Blair-TV
Owned and Operated by THE COMMERCIAL APPEAL

WMCT
Memphis

Ad Volume Grows; 'Newsday' Reader Still Gets Break, Says Alicia in 'Post' Article

GARDEN CITY, N. Y., Feb. 24—Alicia Patterson, daughter of the late Joseph Medill Patterson, founder of the *New York News*, runs a newspaper in this Long Island community which is the 16th largest in the U.S. and the biggest in New York state outside New York City.

Miss Patterson, whose story appears in the Feb. 21 *Saturday Evening Post* under the title, "This Is the Life I Love," said she owns 49% of the stock in *Newsday*, while her husband, Harry F. Guggenheim, owns 51%. She said profits are "substantial" and that "we don't owe anyone a cent; we plow the profits back into the paper."

Miss Patterson said *Newsday* reached a circulation of 300,000 last fall and the press capacity of the daily is 450,000 copies, "which should take care of us for the next few years at least."

■ According to the *Post* piece, *Newsday's* advertising volume—while not pinpointed—is "far greater than any New York City paper." Miss Patterson said her paper is "laid out for the reader's benefit, rather than the advertiser's" and that she refused "to indulge in any genuflections before the door of the business office." Then she added, "Now that *Newsday* frequently publishes issues of 128 or more pages, I still insist that the reader get the break."

Newsday, a tabloid-size paper, is not "a sensational paper or a carbon copy of the *News*." What put it in "an unbeatable" position, according to Miss Patterson, "was guts.

"We have never been ashamed to stand up and fight for what we believe; to yell and holler and pound the table, and if knocked down to get up from the floor and start fighting again.

■ "We are not too high-toned to indulge in a little of the old corn ball, or you may prefer to call it schmaltz. Sex and divorce stories do not scare us. Most of our readers grew up in the big and hard-boiled city. We don't handle such items, if newsworthy, with a pair of fire tongs, nor do we lick our chops over them. When a story justifies it, we weep real tears or indulge in real belly laughs." #

SPREADING THE NEWS

SINCE 1922

by **DAY** and **NIGHT**

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

STOPPER—*Colgate-Palmolive Co. is using this 12' "spectacular" in supermarkets to boost sales of its Colgate dental cream. The display was designed and produced by the display division of Gibraltar Corrugated Paper Co., Jersey City.*

Sarnoff Foresees 52-Week Contracts in TV—but Not Yet

LOS ANGELES, Feb. 24—Television was the last of all media to feel last year's drop in advertising expenditures, and now is the last to feel the pickup, Robert W. Sarnoff, chairman of the board, National Broadcasting Co., said at a press conference here.

The availabilities which now exist on all networks are not due to their being poor buys on a cost-per-1,000 basis, he asserted. Instead, the availabilities reflect a lack of advertising dollars.

On the subject of networks scheduling big programs opposite each other, particularly one-shots, he pointed out that the three nets are competitive; there are a limited number of times a program can be pre-empted each year; product conflicts are also a limiting factor in scheduling.

Westerns will probably always be a staple on tv, just as they have been in motion pictures, Mr. Sarnoff thinks. However, he said, he doubts that there will be as many on the air a few years from now.

■ He said he feels we may be entering a new phase of year-'round selling which will be intensified by a highly competitive business climate. On the other hand, there is no question, Mr. Sarnoff said, there is a trend toward short-term commitments. "It will be hard to get advertisers to commit themselves to 39 or 52-week contracts."

Asked if he can visualize broadcasters selling on a guaranteed circulation basis, he said no.

Moving to radio, Mr. Sarnoff said network radio has not yet seen the end of bad times. NBC has reduced its losses in recent years, and is looking for an answer. This answer probably will be found in the evolution of new programs and selling patterns, he thinks. On the positive side, Mr. Sarnoff feels there will always be a place for the flexibility and portability of radio. #

Two Join 'Family Weekly'

Stanley Lewis, formerly circulation promotion director of *The American Weekly* and the Hearst newspapers, has joined *Family Weekly*, Chicago, as assistant to Leonard S. Davidow, president and publisher. Ralph Finch, formerly an art director of *The American Weekly*, has been named art director of *Family Weekly*.

Gillis Agency Changes Name

Gillis & Hundemer, Baton Rouge, has changed its name to Gillis & Hundemer & Fetty. The other corporate member of the agency is Max Fetty, former vp of Delta Tank Mfg. Co., Baton Rouge.

W. R. C. Smith, Mexican Publisher Affiliate

W. R. C. Smith Publishing Co., Atlanta, and Publicaciones Rolland, Mexico City, have affiliated to publish a Spanish edition of Smith's *Textile Industries*.

Each month, the Spanish edition, *Industrias Textiles*, will carry selected articles originating in *Textile Industries*, plus advertising at the international rate of $350 for one page, one time. The Rolland-published edition is slated to circulate throughout Latin America.

Nielsen to Open French Unit

A. C. Nielsen Co. has announced that its food and drug index services will be established this year in France. Henry Burk, vp of Nielsen, has been named manager of French operations, and will head up an office to be opened in Paris. Nielsen also disclosed that Herbert J. Kaselow, an account executive of the food-drug division, has been advanced to vp.

the only publication that gives you complete coverage of the doctor as a consumer

The A.M.A. News reaches over 238,000 doctors with the news and information they want . . . and is the best medium for selling this class market on your product.

THE AMA NEWS

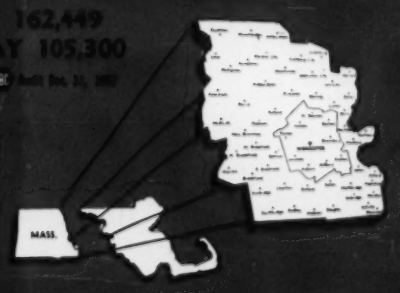
Published by the American Medical Association • 535 North Dearborn Street, Chicago 10, Illinois

WORCESTER'S Billion Dollar Market (E. B. I.) is SOLD with FULL COLOR

4 COLOR PROCESS NOW AVAILABLE DAILY AND SUNDAY

Tell and Sell with full color at its best—on the pages of the Telegram-Gazette reaching 91.9%* of Massachusetts' 2nd Market

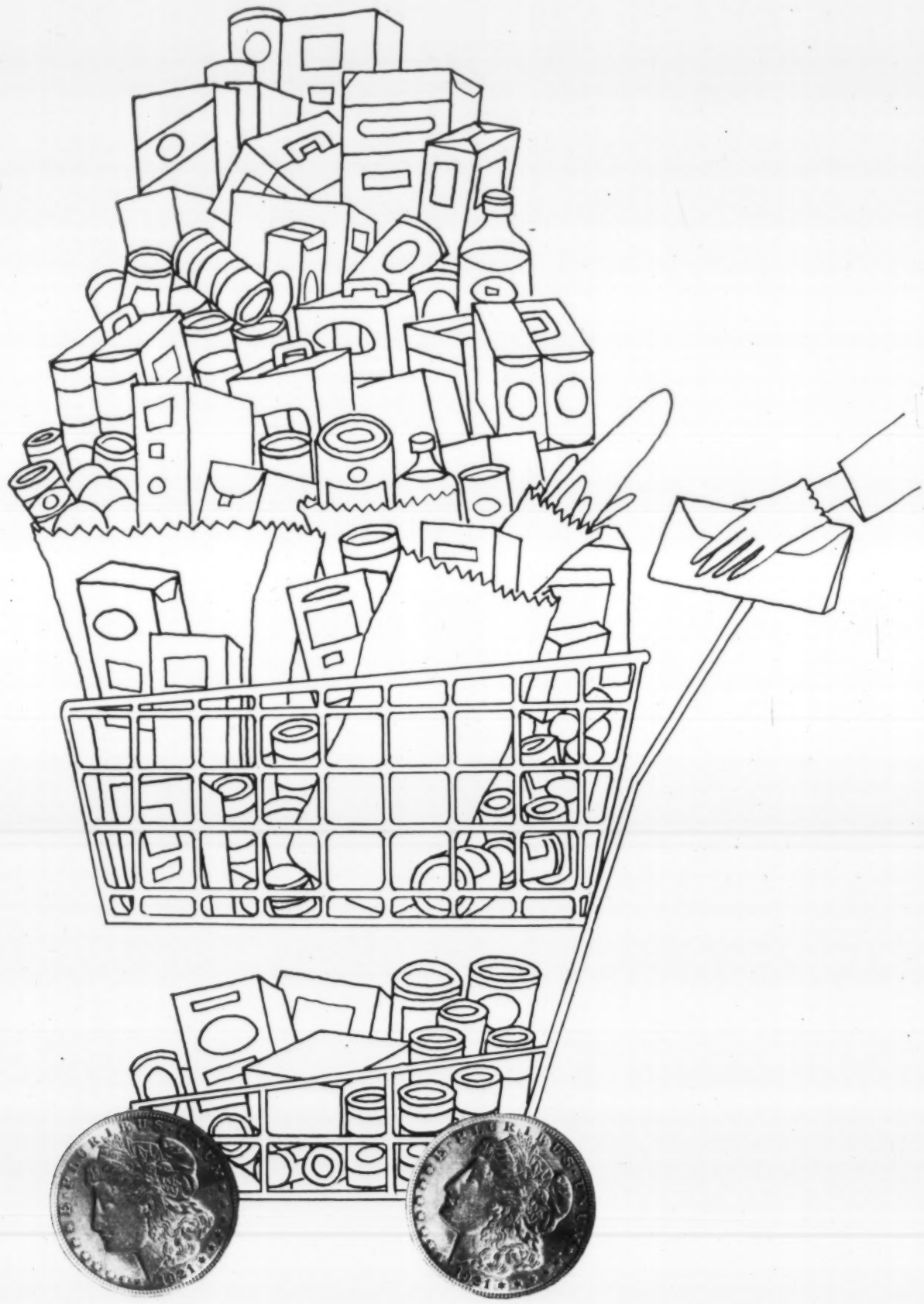
* DAILY 162,449
SUNDAY 105,300



You Can't Cover Massachusetts without The Worcester Telegram-Gazette

The Worcester TELEGRAM AND GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM



TRIB READERS BUY MORE

BECAUSE THEY'VE GOT MORE... Surveys show that the Herald Tribune delivers the top of the New York market . . . the quality families who buy in quantity—at a profit to you! The latest Herald Tribune Home Study shows that 63% of TRIB families have incomes in excess of $7000 a year . . . almost 30% top $10,000 . . . and over 10% are in the $15,000-plus bracket! Naturally this part of the market has more wants and needs . . . more disposable income . . . buys more! It adds up. Get all the details today . . . get in the TRIB.

NEW YORK **Herald Tribune**

Today's **VITAL** *Newspaper!*

230 West 41st Street, New York 36, N. Y.

● A European Edition of the Herald Tribune is published daily in Paris

Feature Section

Advertising Age

Need Ideas? See Dick Neff

Armstrong: New Take on Old Plot

Keyhole People, by Pinson

Agency Valuation: Groesbeck

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Salesense in Advertising . . .

I Believe in the Common Sense of the American People

By James D. Woolf
Creative Consultant

An agency correspondent of mine writes me in part as follows: "Is the average American consumer wacky and if so, is this a development of fairly recent origin? My head is in a whirl. Is it possible that large numbers of people are influenced favorably by the witless, slap-happy type of advertising that seems to be so much in vogue today?

James D. Woolf

"Is the madness for amusement and entertainment so irresistible that the consumer will pay attention only to nonsensical, cocklebrained advertising in print and on tv? Is it true, as I've been told, that this type of feather-minded advertising is actually resultful and profitable? Also, is it effective in contributing to the building up of a valuable brand and/or corporate image?"

The foregoing is only one of many letters I have received on this subject.

It is true, as my correspondent suggests, that wackiness is currently the vogue in some agency circles. No matter what the product, no matter what the selling problem, no matter what the consumer's shopping habit, no matter what the competitive situation, silliness and "cleverness" get the call.

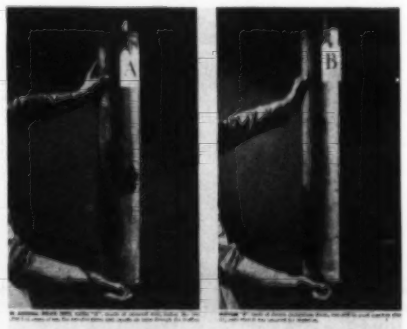
■ Does this kind of advertising contribute to the production of sales *profitably*? I do not believe anybody can prove it *for sure*. Nobody, as far as I know, has ever demonstrated beyond doubt the infallible wisdom of this kind of cuteness; the question so far has defied a positive answer because of its complicated character and numerous imponderables. Readership studies do not prove a thing; wacky ads frequently get high attention and readership ratings, but such ratings tell us nothing whatever about persuasiveness and conviction.

It is my profound belief that people are genuinely interested in merchandise, the things they pay their money for. I believe that advertising should be addressed seriously to adult-minded people and should be written in dignified and credible terms that relate to their needs, their problems, their health and survival, their security, their daily comfort and contentment.

■ I am not saying that advertising should be written in terms of extreme gravity and desperate anxiety. Let its tone be lively and optimistic, cheerful and *friendly*, easy to look at and easy to read. Let it not ask the reader to think too hard. But at all costs let it at the same time appeal to people's ordinary horse sense. *And let it be credible.*

Shown here are five advertisements that fill the bill according to my lights. The sixth ad (Bigelow) came to me with the letter from my puzzled agency correspondent.

I believe in the common sense, by and large, of the American people. #

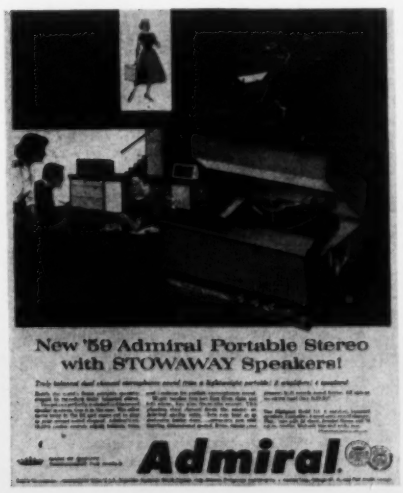


FACTUAL—*This ad is all business, and I don't mean monkey business. Copy is informative, credible and convincing. Illustrative concept is neither cute nor clever, but nonetheless an effective interest arouser. Agency is N. W. Ayer & Son, Philadelphia.*

This is the Instant that's delicious for drinking!
Carnation "Magic Crystals" burst into fresh flavor nonfat milk instantly—for as little as 8¢ a quart!

HAS EVERYTHING—*No wackiness here. The picture is heartwarming, but not nauseously cute. Copy is strictly factual, informative and persuasive. Low cost is emphasized—an important selling point. Strong brand identification. Agency is Erwin Wasey, Ruthrauff & Ryan, Los Angeles.*

PERSUASIVE—*The illustration demands a second glance; copy is informative and interesting. Idea and execution are so skilfully conceived and executed that the copywriter had no need to resort to wackiness for attention. Agency is Lynn Baker Inc., New York.*



NO 'CLEVERNESS'—*There's no cajolery, no bombastic claim that this new Admiral portable will "amaze" the reader. Factual and informative reason-why copy. Price is specifically stated. Agency is Henri, Hurst & McDonald, Chicago.*

APPETITE APPEAL—*To be appreciated, this should be seen in full color. The wacky cult won't like it, but I think it has everything. Powerful appetite appeal plus exact information concerning how Mrs. Housewife can achieve this gorgeous coffee cake. Agency is John W. Shaw Advertising, Chicago.*

NO COMMENT—*This ad came to me with a letter from a puzzled agency correspondent.*

• • •

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

On the Merchandising Front . . .

Manufacturers Go into Retail

By E. B. Weiss

In several columns during 1958 I ventured to predict that, in some industries, manufacturers would tend to go into retailing. Late in the year, two straws in this wind put in an appearance:

1. U. S. Rubber Co. acquired three retail operations in the West.

2. Phillips-Van Heusen Corp. acquired control of Kennedy's, a New England chain of 15 men's apparel-furnishings stores.

E. B. Weiss

It would be nonsensical to point to these two examples as *solid* evidence of a trend. I cite them simply as evidence that "it can happen."

And I continue very much of the opinion that a move toward retail store ownership, or control, by manufacturers will accelerate.

Why? Well, among others, for these reasons:

• 1. Practically all manufacturers selling through retailers have taken over great gobs of the retail function. The large food processors, for example, perform *more* of the *retail* function on their food products than do the food supers!

Think about this some time. It is an interesting speculation. At one time, the food processor turned out his food—dumped it in the food outlet via the wholesaler—and the retailer moved it, entirely at his own cost (even including scooping certain foods out of a barrel and putting them into a bag). Today, the food processor creates demand through huge advertising budgets, packages the food, delivers directly to the store in certain instances, makes allowances of innumerable types, and has his detail men take inventory, put up displays, etc.

■ When you hear the food super thump its chest over reducing food margins from 30% in 1930 to the present 20% (and the former figure is a dubious one), bear this almost total subsidizing by the manufacturer of the food super operation in mind.

Since the manufacturer really is in retailing up to his neck, why not take the final step?

• 2. As retailers become corporate giants they tend to go into manufacturing. Sears, of course, has had financial control of, and investments in, many manufacturing companies. I was interested, for example, to learn the other day that Sears owns about 80% of the outstanding shares of United Wallpaper. With the retailer going into manufacturing (and this will surely accelerate over the next several years) it's completely logical for the manufacturer to go into retailing.

• 3. The wholesaler in certain fields has, of course, gone into manufacturing. With wholesaler and retailer involved in manufacturing it is logical, in certain instances, for the manufacturer to go into both the wholesale and the retail function. (And, of course, the manufacturer has tended also to take over more and more of the wholesaler's burden, exactly as he has with respect to the retailer.)

• 4. Where marketing is chaotic—as it is, for example, in tv-major appliances—it is logical for the manufacturer to think in terms of taking over the retail function. As a matter of fact, when a manufacturer, forced by frenzied market conditions, turns to highly selective distribution (as several appliance makers have been doing) or to consignment selling in certain forms (as Sunbeam is doing) then the manufacturer has taken a big step toward taking over the retail function.

Both selective distribution and consignment involve a relationship between manufacturer-distributor-retailer that necessitates a degree of control by the manufacturer which tends to make the retailer, and sometimes the distributor, something of a satellite. The next step tends to be the "take over." (The fact that General Electric has found it necessary to take trade paper space to *deny* rumors that GE planned to open its own retail stores surely suggests that there is plenty of conjecture on this point. There's a lot of smoke—there must be some fire!)

• 5. The great trend among manufacturers toward hugely long lines, and toward amazingly broad diversification, creates conditions favorable to retail store ownership—not to mention control over the total distributing process. Clearly, a line can be so long and so diversified as to constitute an ample sales inventory for a profitable store operation. Moreover, such a setup demands a particularly close working relationship between manufacturer and retailer. Closeness tends to breed corporate affiliation.

• 6. As retailers become more enormous in size, the number of true mass outlets available to large manufacturers tends to shrink. Thus, when a holding company (Bankers' Securities Corp.) takes over department stores, specialty stores, variety chains, etc., and when great department store groups merge, the number of mass outlets available to suppliers inevitably is reduced. This compels some manufacturers to seek their own outlets.

• 7. The growing battle between the retailer's controlled brand (which is now mushrooming) and the manufacturer's brand may also compel the manufacturer to seek his own stores, inasmuch as the retailer's brands may freeze him out of certain major outlets.

• 8. The growing complexity of merchandise (the packaged kitchen, for example) requires the manufacturer to perform so much of the retail operation that it would be only a small step into a controlled retail program.

■ Fundamentally, we have a situation developing in which giant manufacturing organizations and giant retail organizations will tend toward *similarities*—aided and abetted by corporate maneuvers. As the giant *retail* organizations take on more and more of the trappings of giant *manufacturers*—including the manufacturing process—it is inevitable that giant *manufacturers* will take on more and more of the trappings of giant *retailers*, including the ownership of retail outlets.

Incidentally, it is interesting to speculate that even the food outlet may tend toward a degree of manufacturer ownership. This could be prodded by the now rapidly developing introduction of tiny food stores, selling primarily the basic food staples. *Food Topics* refers to "this *midget* super trend sweeping the country." The inventory of these tiny food stores could be supplied in sufficient degree by several giant food processors to make it quite feasible for the manufacturer to open his own outlets of this type.

■ Of course, manufacturers will deny any thought of going into retailing, precisely as manufacturers who began to eye the discount house a few years back (when this was presumably an "illegitimate" outlet) denied any thought of *ever* selling this retailer. But the total business climate favors a gradual trend toward store ownership by certain manufacturers, and I believe this will be more evident in a very few years. #

The Creative Man's Corner . . .

This How It Is?

PAN
Let yourself go! Europe by Jet Clipper... fastest way there, no extra fare
eastman VEREL
It could only happen to you on the Riviera
France
GIVE WINGS TO YOUR HEART
FLY THE SHORTEST FASTEST WAY TO THE ORIENT
NORTHWEST AIRLINES

These hurrying couples all appeared in one issue of *Holiday*. Gay, lighthearted and high-stepping. Two of them lean to the left, two to the right. One couple is about to fly to Europe, one to the Orient. One couple has already arrived in Nice and the fourth couple is cavorting in the rain. All the females laugh gaily. Three of the men center their attention on the female with them—the fourth for some unaccountable reason (a thoughtful photographer, perhaps) is lost completely in his own enjoyment. Either that or he is totally plastered. Anybody having that much fun outside on a rainy night *must* be plastered.

Do these, we ask ourselves, signify the appearance of a new trend? This is not just togetherness—this is hilariousness. You see this in movies, but not on Fifth Ave. or Michigan Ave. or Wilshire Blvd. Teen-agers dream of doing this. Oldsters wonder if it ever happened. But nobody really *believes* that life can be so carefree. The couple on the Riviera, for example, according to the copy, are "living in a world of verve and chic . . . of yachting, horse-racing, spearfishing, wining and dining . . . meeting the world's most celebrated people."

The things and the services advertising urges upon us are assumed to attain the peak of desirability if they are presented in such a way as to promise us an El Dorado of delight. But there are satisfactions deeper and more desirable—and with which most of us can more readily identify—than stereotypes such as these.

Is it asking too much to expect advertising writers to probe fact rather than to turn to fiction when presenting situations into which they would like us to project ourselves—and believe that such things could really happen? #

Tips for the Production Man . . .

What's Your Liability?

By Kenneth B. Butler

Few are the advertisers who do not have property of value held in storage or in files on the premises of various suppliers. This property often totals up to a pretty high value. Yet, not being tangibly present in your own storage areas, this property may escape inventory and thus be overlooked in your own firm's program of insurance coverage.

This property may take the form of materials for advertising, such as original art, photos, or retouchings. It may be in the form of photoengravings, plates, or printed material being held in storage for drop shipment by printing plant or bindery.

■ First, how about your own insurance? Does it cover such valuables not actually in your possession? If so, does the insurance require an inventory or listing giving the value?

It is safe to say that most advertising departments overlook maintenance of such a physical listing, since the ma-

Photo by Erich Hartmann

WHEN BOY MEETS MATTRESS... That's when the wear-and-tear really begins!

And the best way to be sure that a mattress—or any other product you buy—will stand up under your family's wear-and-tear is to consult McCall's Use-Tested tag or symbol on the product. The manufacturer's reputation, of course, is your assurance of quality—but for an authoritative third-person analysis of a product's performance under actual home-use conditions, there's nothing that can take the place of McCall's Use-Tested certification.

Manufacturers of almost any product sold in department stores, supermarkets or drug stores can find out how their products can qualify for McCall's Use-Tested program by writing to McCall's, Dept. HP, 230 Park Ave., New York 17, N. Y.

WE USED IT AND WE LIKE IT
USE-TESTED
BY
McCall's
Trademark of McCall's

McCall's, *the magazine of Togetherness... circulation now more than 5,300,000*

terials accumulate gradually in the hectic process of meeting deadlines.

Next, an investigation of the insurance that may be carried on such materials or inventory by the supplier himself, may be in order. Most printers and engravers do carry insurance on their own property, and national associations of such suppliers, such as the American Photo-Engravers Assn., constantly remind their members that a liability is present on behalf of customer's property as well as their own. This would include, naturally, loss or damage to work in process. But how about materials held by them as copy for future work? How about finished materials held in storage for future delivery?

■ In addition to the usual risks of damage or loss by fire, windstorm, vandalism, etc., there are risks attendant upon loss from smoke, water damage, sprinkler leakage, mysterious disappearance, animal damage, and other causes.

Many suppliers who are careful in such matters carry general coverage on items specifically named or provided in in-and-out reporting forms.

But do you know just how you stand, and do you have a suitable understanding? Does the fine print in order acceptance forms or contracts remove the supplier from responsibility?

If both your own company and the supplier are carrying insurance in duplicate on the property, you may be able to reduce your insurance costs by a written arrangement. Legal advice should be sought as to whether, and under what conditions, you may safely drop your own insurance coverage. If a supplier feels that his own protection requires that he insure, it may be unnecessary for you to duplicate this expense. But your protection requires that liability be spelled out.

■ You may be protected on current materials, but not on merchandise or copy left in his custody and not called for within a specified period of time. In that case, you should remove the materials to your own establishment, destroy unwanted property, or decide that its value is nebulous and take your chances.

Due to the in-and-out nature of such property, there is danger that coverage is undervalued. The best plan is to inventory this material and make provision for a simple routine to maintain the listing.

A check list of property to be considered might include blueprints, engravings, electrotypes, printing plates, photos, artwork, pasteups for lithography, books, printed materials, envelopes, office forms, catalogs, stationery, shipping cartons, and printed merchandise. #

Agencies Ask Us . . .

Beware Formulas in Agency Valuation

By Kenneth Groesbeck
Advertising Agency Consultant

Comes a letter from Texas this week asking for a formula for estimating the worth of an agency. Seems the writer has just moved to the Lone Star State and plans to buy an already operating agency there. "How much," asks our friend, "should I pay for it? Isn't there a formula for my guidance?"

Kenneth Groesbeck

■ Yes, there is, but as soon as I give it to you I want to warn you that it's a handy rule of thumb only, and that circumstances alter cases.

The agency business is unlike any other. The value of an agency rests not on furniture and fixtures (except in small part); not in stock of materials or receivables. An agency is worth an amount to be estimated on what it earns.

The usually accepted formula is from four to eight times annual earnings after taxes, plus net quick assets. You immediately perceive how many variables and uncertainties exist in this method of valuation.

■ Let's take an agency billing, say, $1,000,000 annually and grossing 20%. The theoretical portion of this $200,000 income which becomes profit after taxes is approximately $10,000. The "earning factor" of the agency's value is thus from $40,000 to $80,000. To this we add the net quick assets, which in an agency of this size will be about $60,000 in cash and $10,000 in depreciated furniture and fixtures and equipment. That gives us a total of from $110,000 to $150,000.

The wide variation, as will be seen, lies in the choice of the 4 to 8 factor, this reflecting the number of years the business is likely to stay with the agency. Stable, reliable accounts in less volatile types of industry, and which are apparently satisfied with the services of the agency, may rate the longer time retention factor. Smaller, more speculative accounts, as it were, may look like retention of four years or even less as a sound forecast.

So the first problematic aspects of the formula concern the length of time the business is likely to stay in the shop. It is very easy to guess this wrong. Duration depends not only on agency efficiency and the personality of the contact people. It may be radically affected by developments in the client's own organization, or in his industry, which are entirely beyond the agency's control.

■ When you buy a future earning power which is conjectural, you must pay particular attention to the factors which will affect account retention. Possibly the most important of these is the personality of the agency owner and the account men who have been contacting and handling the business. Accounts stay with agencies, and correspondingly leave them, on a personal basis more often than is generally realized. We like to think accounts stay with us because of the good job we do on them; frequently, however, what holds them is the client's liking for the account man.

So it is a very different proposition, buying an agency in which the previous owner stays on the job, and buying one where this individual passes out of the picture. Good as the new owners may be, they are likely to be disagreeably disappointed by the way the business departs with the old owners.

A compromise is often effected which copes with this situation. The agency is bought, contingent upon the previous owners or account men staying in the picture for a term of some duration—certainly no less than one year. This gives the agency clients some time in which to get used to the new management—makes the change easier to effect. The individuals in question may be compensated during this change-over time either on a salary basis or a portion of profits. If the latter is the method chosen, the purchase price will of course be adjusted accordingly.

That purchase price, by the way, is better paid in yearly instalments rather than in a lump sum. This is easier for the new owners, and tax-wise it is better for the sellers as well.

What happens if the price is set, the old owners retained for contact, and the business is lost anyhow? That is the new owner's hard luck. He is still obligated, of course, to pay the previous owners as he agreed, even though the merchandise he thought he was buying no longer exists.

This possible business instability should be borne in mind by the buyers. They are better protected, for example, if the previous owners will accept a minimum "good will" sum, payable outright or in yearly instalments, which will be supplemented as the agency continues in business by a percentage on billing. Not by a portion of profits. This latter is unfair to the previous owners, both because bad management can cause profits to disappear, and because profits are easily concealed if the new owners want to pull a fast one.

In agency valuations, frequently we encounter a setup where no profits whatever are shown, which would appear to indicate that the agency has no value. This is of course not the case. Here the portion of earnings which would otherwise have become profits has been used up by the owners' taking larger salaries. This is a common situation, where the individual income tax is lower than the otherwise exacted corporation tax. The procedure in such a situation is to fix an owner's salary at an amount appropriate to the billing involved, and regard the remainder of earnings as profits.

What survives as profits in an agency's operating statement has usually been diminished by allocations to working capital, by bonuses, and by profit sharing. In evaluating the agency's earning power on the basis of profits, such figures should not be diminished by allocations to working capital or by bonuses. Profit sharing deductions may well remain, however. These should be considered as part of salaries. The presumption is that salaries have been held down to a minimum because of the existence of profit sharing, and the end figures (salaries plus profits) supposedly represent compensation commensurate with services rendered.

Friend now in Texas, bear in mind that you are buying a very flighty bird indeed when you buy agency billings. Remember that so-called "good will" is far less real in our business than in others more concerned with tangible merchandise. The more you can make the price you pay contingent upon the permanence of earnings, the better off you will be.

■ One last word of warning. In selling an agency, the owners naturally want to show earnings of creditable size. These we find set down on the financial statements. If such is the case, and considerable sums are involved, especially as accrued into undistributed profits or surplus, ask to see this money. Where is it? It needs to be actually in existence, somewhere, and not to flourish only as a figure on a balance sheet. #

Learning from the Retail Ads . . .

The 'Professionally Selling Forthright' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Here is a classified ad that ran about 80 lines deep, single column. Read the copy and you will see that the shortcomings of the offering are frankly admitted.

In a period when a vast amount of advertising is striving to make offerings appear flawless and better than they are, it is refreshing and rewarding to see an ad that frankly and fairly discounts what it offers.

"Neglected," "home needs loving attention . . . to bring it up to modern standards," "rundown solarium," "Guest house sags at the seams, but perhaps you can make it livable," "Make no mistake—there's much to be done here." These words alert readers to the fact that this place is accompanied by many problems.

■ Real estate people generally have more in mind than the object of selling a property when they buy advertising. They want to sell the property, but equally they want to add many prospects to their active working lists.

That's one reason why so few real estate ads mention price. (This is a mistaken strategy, in my opinion.) They often run a weak ad, for instance, for a $30,000 home, without telling the price, in the hope that people who want to spend $20,000, and people who want to spend $50,000, will come in and inquire. Thus they gain many prospects for homes at various price levels. Integrity as well as good business, in my opinion, demands qualifying prospects as fully as possible within the ad itself. Better, I think, to run good ads that sell specific properties quickly, and more of them, more often.

■ The ad herewith was run in a small city paper and repeated. An abbreviated form was run in a larger city near at hand. Approximately 200 prospects responded. Five bona fide offers were made with accompanying deposits. As this is written, the owner has not yet accepted any offer—but from the real estate dealer's standpoint, the ad may already easily be termed very successful and an excellent investment. Two hundred responses prove the efficacy of honest and straightforward professionally-selling copy. #

Neglected
Jr. Estate
L.A. Hills

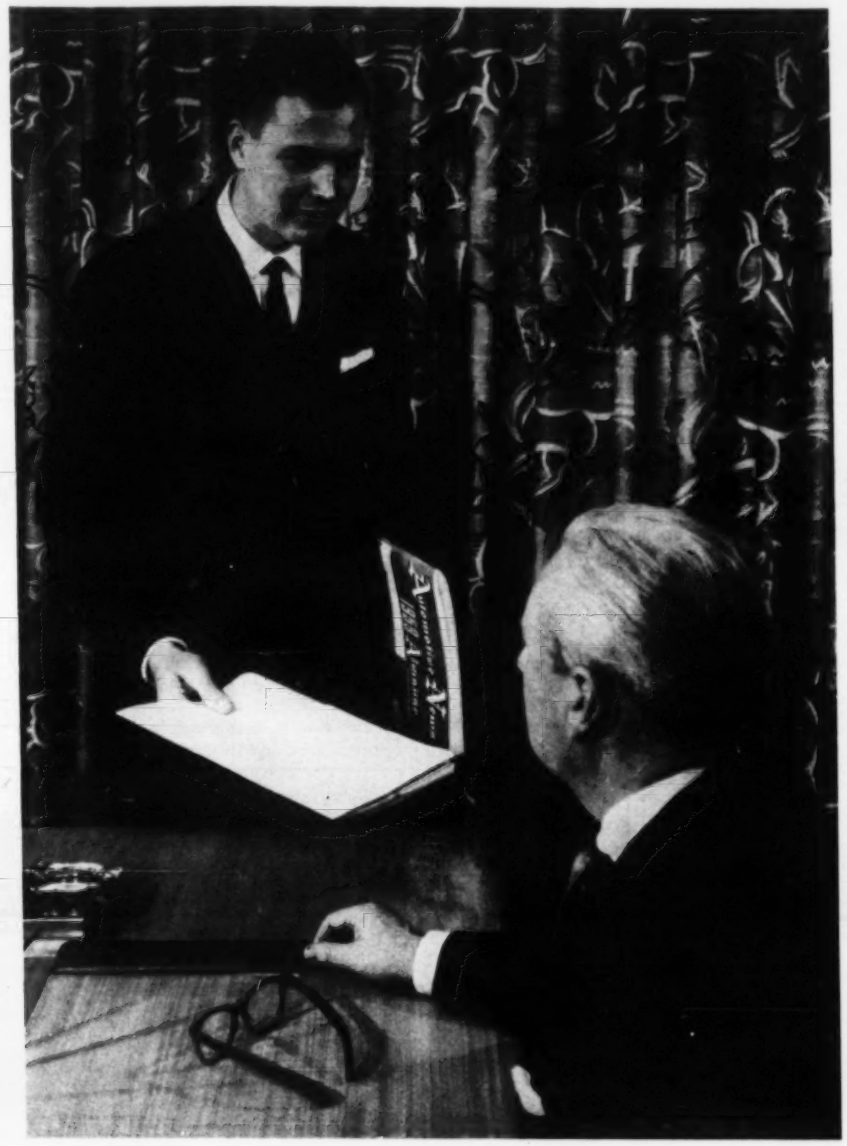
$25,000

Few settings in Los Altos Hills are more beautiful than this full acre. Here you have orchard land AND towering shade oaks. The basically charming and comfortable home, however, needs loving attention from a family with the IMAGINATION and ENERGY to bring it up to modern standards. There are 2 good sized bedrooms, nice bath, separate dining room and huge family kitchen -- plus breezeway, garage, and rundown solarium with intriguing possibilities. The GUEST HOUSE sags at the seams, but perhaps YOU can make it livable. While you're trying, there IS the reward of a relaxing dip in your 16' x 36' FILTERED PADDOCK SWIM POOL. Make no mistake — there's MUCH to be done here. But the potential is great, and the price down right tempting, so maybe you should have a look. If you like what you see, we'll help you to own this picturesque property on TERMS that suit you. Palo Alto school district. Obey that impulse and call now for an appointment.

[redacted]

San Antonio & 2nd WH -1451
Evenings W H8-1337

A Mighty Important Report . . .



But He's Sure of His Facts . . .

Like a good lawyer, this up-and-coming automotive executive can't carry all the statistics, facts and figures on the automotive industry around in his head. But he has to know—and does—where he can put his hands on this vital information when and wherever it's needed.

And like the men who have come before him—and the men that will follow—he relies heavily on the one completely authoritative source of the automotive industry—the AUTOMOTIVE NEWS ALMANAC.

This is hardly a rare case in the automotive industry. Hundreds of times each day, influential people in the industry, manufacturing executives as well as car and truck dealers refer to the ALMANAC for information they need—immediately!

- A car dealer in Oklahoma City wants the total new car registrations in the state—it's in the ALMANAC!
- A truck dealer in Minneapolis wants the consumption of fuel and oil on farms in the U. S.—it's in the ALMANAC!
- An automotive designer in Dearborn wants to know who first introduced air suspension on cars—it's in the ALMANAC!
- A production executive in Albany wants to know the production of cars in the past 20 years—it's in the ALMANAC!
- A sales manager in New York wants the number of franchised dealers in the U. S.—it's in the ALMANAC!

It's a complete picture of the automotive industry, and it's all contained in one source!

This year, over 47,000 car and truck dealers and factory executives will refer to the Almanac over and over again. That's why it's your biggest advertising bargain of 1959. In fact, you can't afford not to put your product before this important audience.

Contact your AUTOMOTIVE NEWS representative today. He'll welcome the opportunity to tell you all about the Almanac.

ISSUE DATE . . . . . APRIL 27
CLOSING DATE . MARCH 16 (first forms)

NEW YORK: Edward Kruspak, Howard E. Bradley, Ray Billingham, Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, State 2-6273
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, Woodward 3-9520
SAN FRANCISCO: Jules E. Thompson, Douglas 2-8547
LOS ANGELES: Robert E. Clark, Hollywood 3-4111

The most influential publication in the automotive industry.

YEAR LONG USE . . .
YEAR 'ROUND
EXPOSURE!

The Peeled Eye Department . . .

Some Ideas—for Free

By Dick Neff

Free Ideas Department

Here's a great idea for a really new kind of deodorant.

It was "advertised" in a skit in the 1958 "Village Vanities," an amateur musical staged annually in East Hampton, L. I.

Dick Neff

Instead of merely making the odor vanish, like other deodorants, this one makes *you* vanish, so no one will know where the odor's coming from. Pretty sneaky, eh?

Wall Signs Department

Only interesting wall sign we've heard of recently is one that Julian Lines, assistant vp, Atlantic Coast Line, says he put up in his home reading:

"The opinions expressed in this house by the husband are not necessarily those of the management."

Loose as a Granny Goose

Dick Vincent of J. Walter Thompson Co. points out that "the good-looking gentleman with the native girl on his lap in the Granny Goose Report (Dec. 29, Peeled Eye Department) is an ace photographer for the *San Francisco Chronicle*."

Dick also sends along a 24-page "Christmas card" he got from Lynn Gamble of that newspaper which opens with this Granny Goose-style picture and caption at right.

Rattle Switcheroo

Dave Savage of JWT asks us if we've heard about the Cadillac dealers that got together and raffled off a church.

No, Dave, we haven't.

Madvertising Proves to Be Real

Now it can be told. We checked up on this *Mad* magazine ad for Goldbrick cuff links, discussed here Feb. 9, and here's what Jerry De Fuccio of *Mad* told us:

"It was a real ad . . . unfortunately.

"We've only gotten one check.

"It hasn't bounced as yet. But this statement may be premature.

"The cuff links haven't been mailed. We're all playing it close to the vest here.

"The ad may not have boomed the market for gold cuff links, but it certainly has boomed the market for play money, and 'the South shall rise again' type money. It looks like we've had a joke played on *us*. It's like the song, 'Why won't you believe me'?"

CHRISTMAS GREETING—*Chronicle employes work together in joyous fellowship . . .*

HEY, RICH KID!
DON'T BE ASHAMED BECAUSE YOUR OLD MAN MAKES A PILE!
BE PROUD YOU'RE RICH!
SHOW OFF
WITH GENUINE 14 KARAT
GOLDBRICK CUFF LINKS
WEAR A PAIR OF GENUINE 14 KARAT GOLD BRICK CUFF LINKS, AND LET THE WHOLE WORLD KNOW HOW RICH YOU REALLY ARE!

This was a transitional ad, he explained. Their ad for *Mad's* T-shirts sold 50,000 shirts at $1.25. And each shirt was a walking ad for *Mad*. (Design: *Mad's* Mongolian idiot character with the legend, "What—me worry? I read MAD.")

"We are now switching over to Mad straitjackets," he continued. "It's a garment with the sleeves crossed in front."

■ Among the interesting mail *Mad* got, aside from the one containing the real check, was a letter saying, "I just realized I'm a rich kid; why should I read your junky magazine?" And of course, *Mad* is always getting letters written in crayon, with an explanation that "they don't let me use anything sharp here."

If the picture changes, and rich kid Wally Cox, a good friend of *Mad's*, gets even richer with the ad, we'll let you know. #

The Eye and Ear Department . . .

ABC—on the Up

By the Eye and Ear Man

The rise of the American Broadcasting Co. to a place in the leagues formerly dominated by NBC and CBS has been due to the dogged determination of its leaders and its willingness to be courageous and to make deals. It now stands on the threshold of making all of these now historic steps pay off.

There is little doubt that the beginning of the success path started with "Disneyland." Here, once and for all, it was determined that an unusual program could rise above its environment and force the complex clearance of a television network. It also proved that an hour program could compete more strongly than a half-hour.

■ The next great success on ABC was the hour produced by Warner Bros., which finally evolved into "Cheyenne" and "Sugarfoot." This second marriage with a major film studio paved the way for the unprecedented success of the "Maverick" series which has out-paced two of the top shows on the air—Ed Sullivan and Steve Allen. Now a third hour from Warner, "77 Sunset Strip," is making a strong battle for viewers on Friday night.

Other greats in the triumph of ABC over the toughest kind of entrenched competition center around a sleeper—the Lawrence Welk show. This homey show defied all the expert opinion and became a Saturday night hit.

Another pioneer in the top tenning of ABC was Lou Edelman's "Wyatt Earp." This year the "Rifleman," back to back with Earp, has again upped the action status of the network.

Disney proved once and for all that his first venture was not an accident by turning out "Zorro," which caught hold of the younger set and paved the way for a surprise hit in the corny but sincerely sentimental "McCoys."

Now the die is cast. No longer will ABC have to fight to clear stations. New stations have made that job easier. The network is a strong force right now in nighttime television.

In the daytime, ABC is slowly climbing to a point of equal competition with the other networks. By a sales coup and very favorable prices, ABC managed to catapult into the daytime last fall. Despite some retrenchment and program disappointments, it looks as though ABC will be able to consolidate its afternoon and hold the line.

■ The question now is, where does ABC go from here? The pattern looks pretty clear. The surefire programs that have done the most good are westerns and adventure. The hour programs seem to top the competition more quickly than the half hours. The network is in the process of building a stronger supporting schedule around its hits.

In sales, the network has been following the wise course of accepting minute advertisers in some top-rated hour programs. It is possible to get top program and top time costs by selling minutes of controlled circulation in the body of a program. It is also possible for the programming brains of the network to pick balanced programs that will win over the competition if the net can plan those shows without concerning itself with the whim of advertisers whose money is so important that the programs must be taken for economic reasons. It might be well to extend this sales pattern to other shows.

■ The addition of the third network on an equal basis is healthy for the whole industry. The programs that had been riding on a two-station split of audience now must be adjusted to meet the new competition. The balance of supply and demand of the advertising dollars to available time is now more favorable and some reforms in the pricing of tv may be forthcoming. All in all it is a good thing and all agencies and advertisers welcome ABC to the big leagues. #

Employe Communications . . .

Strong-Arm Unionism Gets the Spotlight

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

In the management conferences around the country, the table-pounders have been crying for an end to gangster rule of unions. They assure their listeners that the so-called reign of terror must cease, and that the Congress now in session must firm up legislation. Listeners at such pow-wows nod in agreement, having heard all this stuff before and having agreed with it for several years.

■ There are many varieties of speculation about the mood of the new Congress and what it may do to correct some of the manifest abuses of union racketeering. Certainly something can be expected by way of strengthening the right of fair and free elections, and most people (in unions or out of them) are in favor of putting a lid on union treasuries so that the greedier brethren can't empty them. The real rub is destined to occur when Congress tries to do something about the really unfair practices of some unions—illegal picketing and equally illegal boycotting.

The spotlight is directed upon these acknowledged malpractices of some (certainly not all) union organizations. And while everyone is concentrating his attention on what is happening on sound stage No. 1, no one is paying attention to what is happening on sound stage No. 2. Have a look:

Quietly and efficiently, the more ethical of labor organizations are consolidating their political gains of 1958. Last year organized labor not only put its stamp of approval on certain candidates and saw them elected; it also encouraged union members to run for political jobs. The unions not only said, "Get out and work and vote for the right candidates"; they also said, "Roll up your sleeves and get yourselves elected to public office."

■ And roll up their sleeves they did. Not every labor candidate walked off with the title, by any manner or means, but labor representation in public office moved forward. Just to take a typical community, look at Des Moines and at the record of only one international union: In the November elections, three members from a single local union ran for office; one won the county treasurer's post, another missed election to the legislature in a

MECHANIX ILLUSTRATED's NEW

HOME WORKSHOP PROMOTION

Designed to put your product on this workbench*—in up to 1,000 comprehensive, full-line hardware outlets in the nation's major marketing areas

* Tentatively Selected

MECHANIX ILLUSTRATED is unveiling its new Fall Merchandising Program—built around a handsome workbench displaying the products of approximately 20 tie-in advertisers.

Here is a new wrinkle in hardware store merchandising that will gain active dealer support—plus choice display space for your product at the point-of-sale. In addition, MI will support this major promotion with a concentrated editorial backdrop—that will be supplemented even further by additional local area promotion.

To guarantee top effectiveness, this new MI program must be limited to a select number of hardware and related product advertisers—and be handled on a first-come, first-served basis. It will prove a tremendous new force in hypo-ing in-store traffic and generating greater good-will between dealers and manufacturers.

ALREADY, LEADING HARDWARE WHOLESALERS ARE TIEING-IN WITH THIS WORKBENCH PROMOTION

MASBACK HARDWARE CO.
New York, New York

BECK & GREGG HARDWARE CO.
Atlanta, Georgia

W. BINGHAM CO.
Cleveland, Ohio

FARWELL, OZMUN, KIRK & CO.
St. Paul, Minnesota

MECHANIX ILLUSTRATED
A Fawcett Publication

67 West 44th Street, New York 36, N. Y. • MUrray Hill 2-3606

CHICAGO
612 North Michigan Avenue
Chicago 11, Illinois
DElaware 7-4680

DETROIT
1659 Guardian Building
Detroit 26, Michigan
WOodward 2-4860

LOS ANGELES
2978 Wilshire Boulevard
Los Angeles 5, California
DUnkirk 7-8258

SAN FRANCISCO
681 Market Street
San Francisco 5, California
EXbrook 7-3441-2

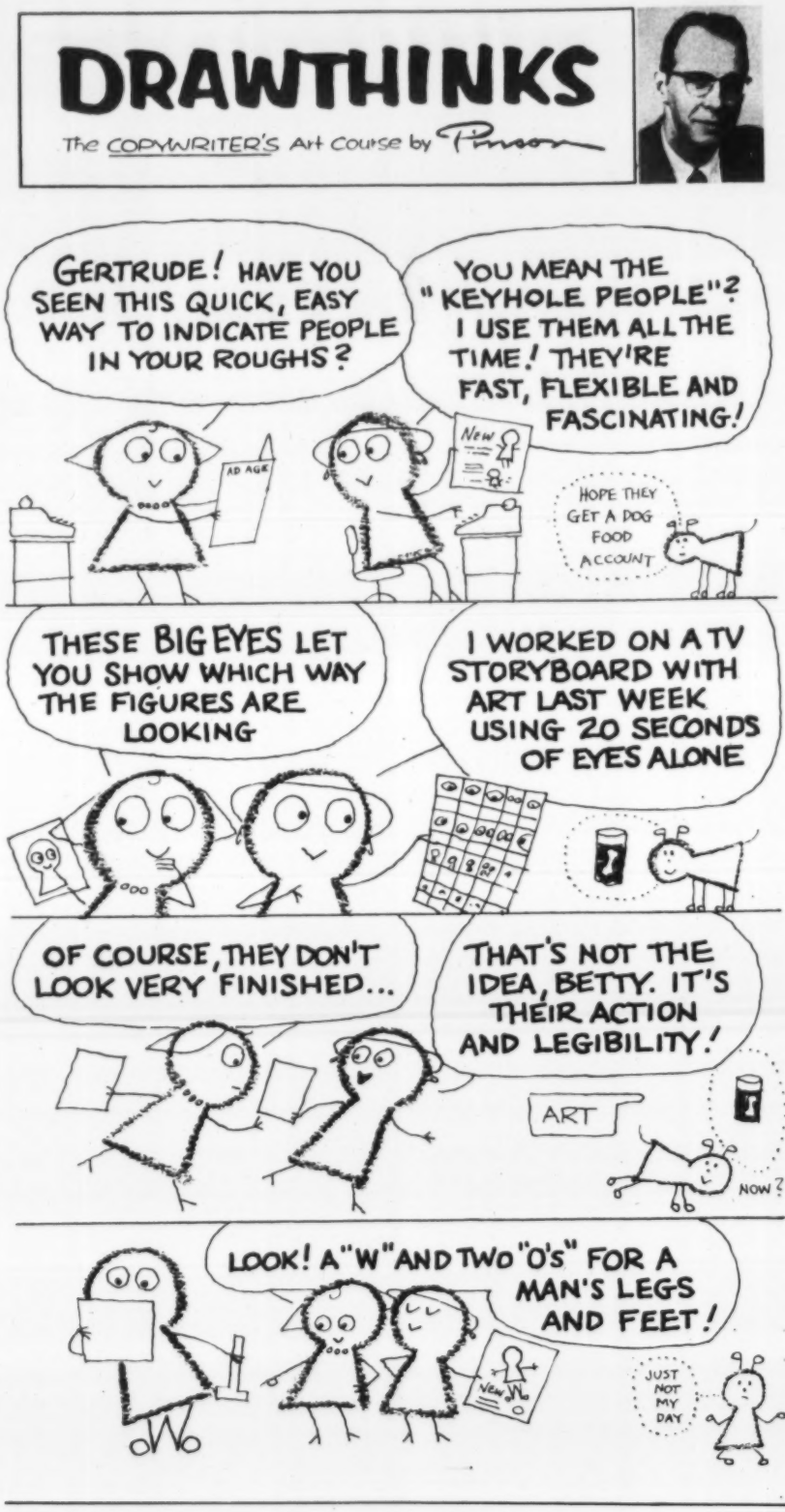
ATLANTA
Hale Printup & Associates
4087 Haverhill Dr. N.W.
Atlanta 5, Georgia
CEdar 7-1264

MIAMI
Hale Printup & Associates
Langford Building
Miami 32, Florida
FRanklin 9-2668

conservative county by only 83 votes, and the third missed the target by not much more. Another member heads a local Democratic party club. Still another —a local union president—serves on a governor's commission, is on the city's commission on human rights, serves on the employment security commission and is a member of the executive board of the Community Chest. That's only part of it.

This particular international union encourages participation in politics, and it makes the way easier by educating its members for it: The union gives five scholarships a semester for union members who want to improve their industrial relations—courses are held at Drake University. When graduates take a look at the political arena with an eye to getting into it (as some no doubt will) they will have helpful backgrounds.

■ And Des Moines is only one of hundreds of communities where union political activity moves quietly forward. The unions can't make too much noise about it—they're apt to wake up management.


DRAWTHINKS
The COPYWRITER'S Art Course by Pinson
GERTRUDE! HAVE YOU SEEN THIS QUICK, EASY WAY TO INDICATE PEOPLE IN YOUR ROUGHS?
YOU MEAN THE "KEYHOLE PEOPLE"? I USE THEM ALL THE TIME! THEY'RE FAST, FLEXIBLE AND FASCINATING!
AD AGE
New
HOPE THEY GET A DOG FOOD ACCOUNT
THESE BIG EYES LET YOU SHOW WHICH WAY THE FIGURES ARE LOOKING
I WORKED ON A TV STORYBOARD WITH ART LAST WEEK USING 20 SECONDS OF EYES ALONE
OF COURSE, THEY DON'T LOOK VERY FINISHED...
THAT'S NOT THE IDEA, BETTY. IT'S THEIR ACTION AND LEGIBILITY!
ART
NOW?
LOOK! A "W" AND TWO "O's" FOR A MAN'S LEGS AND FEET!
VIEW
JUST NOT MY DAY

From an Art Director's Viewpoint . . .

Suitable for Framing

CHEVROLET
What would you want with more car than this even if you could find it
A few cars cost a little less. Most cost a lot more. Suppose you try this: Price a '59 Chevrolet and compare it on any basis with any car at any price. We think you'll soon see why so many owners of other makes—high priced as well as low priced—are trading for new Chevrolets.
CHEVROLET
What America wants, America gets in a Chevy!

By Andy Armstrong

Once every five or ten years somebody breaks through the sheep-fence of tradition to give us a refreshing and brand new take on an old picture plot.

While the couple in this Chevy ad are admiring an automobile, they depart bravely from the basic pattern of behavior people have exhibited toward automobiles in advertising since the time of the first Pierce-Arrow. The new and refreshing thing about them is that they are not hanging over the car in front of a porticoed mansion, or standing stiffly about it in formal attire outside the opera house, or waving at the driver from a country club lawn, or making signs of gasping bedazzlement on a suburban street.

Andy Armstrong

They seem natural and plausible and very human in this deviation from the stereotyped plot. The scene nudges your imagination. The people, the rowboat and the car fit easily into a story that you could spin to yourself for an hour, about how they got there, why they parked on the shore, who rented them the boat—or did they bring it—why they left the child in the car, will they come back, are they married, and stuff. It is a richer situation, by far, than the auto-ad-reader is accustomed to see.

You believe this picture could happen, and you have a feeling that it is still happening and will go on happening after you turn the page, whereas the only thing you feel about most other plots of automobile-admiration pictures is that they are impossible. In real life, couples in evening dress do not collect around a new automobile and give it wide-eyed salaams unless paid heavily to do so. In real life, passersby do not ogle the latest juggernaut as if it were a jewel among jewels and something more precious than fine gold, more sexy than the Folies Bergere.

Automotive advertisers mostly disregard all this. They doggedly go on showing their products in public situations, as objects of public acclaim, believing this to be the height of taste and excitement, whereas the plainest American suspects that exclaiming over a new model in public might be the very depth of square vulgarity. Most people over 15 would hesitate to be caught dead taking any notice whatever of a neighbor's latest car. They are even less anxious to appear too enthusiastic about their own.

■ Tradition, though, has built up a picture-world for automobiles divorced from reality. It has built up a tremendous pressure, too, on the advertisers—a pressure to imitate each other, to stick close to supposedly safe, accepted methods for showing their wares. The size of this pressure seems in direct ratio to the size of the advertiser. It is accompanied by an inflated assumption—that, since they produce so many high-priced items and spend so many millions advertising these items, auto people must know what they are doing and anything different must be dangerous or wrong.

Chevy's picture ignores all this totemism and taboo surrounding auto advertising. What is more, the picture comes off, and the chances are better, even, that it will attract a flock of imitations. Breaking through the barrier, leading away from the tiresome sameness of "people-admiring-car" photography, is a sure way to get a string of sheep on your tail.

One of these years, when we become enmeshed, perhaps, in a later tradition which this picture may establish, some other pioneer will come along to tear down the fence. In the meantime, Chevy has found a new, believable way for people to be in love with an automobile. #

What They Were Saying 25 Years Ago . . .

C. D. Williams, secretary of the U. S. Brewers Assn., proposing a $1,000,000 joint campaign for beer in a talk at an annual convention (AA, Feb. 10, 1934):

"Leaders must be brought to understand the necessity of extensive advertising in efforts to bring beer sales up to and above the standard attained before passage of the 18th amendment. They must learn to get away from the old method of pushing individual brands and sell beer collectively to the public."

Senator O'Mahoney, testifying before a house appropriations committee about effects of a cut in local first class postal rates to 2¢ (AA, Jan. 27, 1934):

"We were hoping that the 2¢ city rate would result in stepping up of the volume, but this is not the case. The Post Office Department may have lost business. The radio interferes a good deal with mail advertising. Concerns make appropriations for advertising over the radio, and do not use the mail to the same extent as formerly. The telephone, the automobile and good roads all combine to impede the revenue."

INSIGHT is a fact of LIFE

People with insight always seem a step ahead of the game. They recognize the new, are alert to the present. They're aware of what's going on right now.

Insight puts them abreast of the contemporary, gives them a daily sensitivity to the whole world about them.

And certainly it takes no great insight to perceive why such people are strongly attracted to LIFE.

LIFE has their spirit, their same sensitivity to the contemporary. Week after week, LIFE helps to keep these discerning readers up on the immediate.

Insight is a fact of LIFE. One fact. You might say that for more than 32 million intuitive readers, LIFE is everything that is *new* and *now* and in the *present.*

That's why your advertising will perform well in LIFE. To find out more about it, call your LIFE representative. He has all the facts of LIFE.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

One Wonders, Says Amazed Reader; Was Burnett's Staff Memo Tongue in Cheek?

To the Editor: This writer was vastly amazed like many who read Leo Burnett's memo to his staff (AA, Feb. 9). It scratched my fancy and it itched my fingers to get this off.

Does LB believe that his employes will heed his advice? To use the products of their clients? Does "loyalty" enter into the picture? Does he really believe that "your income and mine are derived 100% from the sale of the products of our clients"? Come, come, LB, you know as well as I do and your employes know it obviously better—that your clients receive in return for their dollars the talents that go into executing their respective ads.

One wonders if this memo from the desk of Mr. Burnett was written with tongue in cheek and forwarded with an unhesitant hand to each of his talented help! I have never met the man, though I have heard of him. To me as well as to others who have had no truck with LB, the impression of such a memo classifies him. Maybe Willy Shakespeare's As You Like It, Act II, Scene 7, could pick the right stage, whereas the actions of the man might slot him.

■ There was no need to mention the name of the respective products to convey his opinions. He would, should have known that his memo would receive coverage. It did. When LB says he has had this "smouldering" within him for quite some time one wonders if it might have been that he took stock of his "purchases." That they weren't "loyalty" ones. That he finally switched over to his client to justify the issuance of his memo. I wonder!

I will agree with his one point, to wit: "to remain neutral . . ." whereas derogatory remarks were made about the firm's products.

I'm certain that his employes have given the products as he says the "try" once over. Regardless, it must be kept in mind that even if Leo Burnett's office didn't believe in the products it is duty bound to extend the services to the client. For, if the LB office didn't accept the products on policy principle grounds, his competitor would surely take the client on and promote the products accordingly.

One has to look to Detroit. There thousands of car manufacturers' employes assemble one particular car and countless employes drive to work in a competitor's model. One can see the LB organization all driving the same car, using the same thisa and the same thata. One can overhear the following; "What'cha eat last night? Green Giant peas?" The other replies and disgustedly too, "Yep! How in the 'ell did you know? Uh-h-h! Pardon me, I forgot for a moment you eat 'em too!"

The appalling gall of such a memo is the fact that LB rattles off at the outset that "this is a land (and a company) of free choice and free speech."

It seems to this writer that those who have read this sad commentary in Advertising Age wonder how a man who is head of a large agency can think and write, opinionate as he has. I wonder, too, how his clients will react. I know how I would react! Promptly too! I would never tolerate employer-dictatorialism in the guise of so-called "loyalty."

■ As an employer it is well to express one's thoughts concerning one's beliefs. When he takes wing via memos of the sort he has given his help, then it calls for justifiable outrage. Must LB be reminded that individuals are endowed with likes and dislikes? Independent thoughts and independent actions are part of an American's individual prerogative. No matter, especially LB, how high he deems himself to be in his own mind and eyes, he has no right whatsoever to image his image to his talented employes. Must LB be reminded that his clients receive worth while experience and workmanship? That LB receives the same, as expected by his clients, and that these same employes, through their capabilities, make it possible to accustom him to the luxuries that he has acquired through their loyal efforts? It's about time then for LB to strengthen his loyalty ties with his employes . . . by not memoing such balderdash, egocentric views.

P.S. It wouldn't surprise me a whit if LB's mail is flooded with con remarks such as mine. Too, that publications similar to Advertising Age editorialize on the inanity of such a memo.

Tom Sergi,
Pelham Manor, N.Y.

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To the Editor: Leo Burnett's ukase (AA, Feb. 9) reminds me of Emile Gauvreau of the *New York Evening Graphic*, who posted a notice on the office board saying, "Those who do not believe in yellow journalism should arrange to have their pay checks in some other office."

Whether the notice was written on a yellow sheet has not been preserved for posterity.

G. J. Advani,
The Post Standard, Syracuse, N. Y.

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The Food Must Be Good

To the Editor: Our best artists are careful about exaggerating, of course, but when it comes to making a suitable drawing for the front cover of an annual report—as for example for Wilson & Co.—one just can't do it justice without

giving a girl five fingers rather than four. See how she eats? One-half of the box of crackers is gone and she is plastering on some more of that good ol' spread with great vigor. In another minute she will probably have another finger. It MUST be good!

W. F. Schaphorst,
Newark, N.J.

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Cites Market Opportunities for Dairy Industry

To the Editor: Many an American business, and particularly those which need some coaxing to tread where angels dare not to, can find soul-stirring stimulation in Charles Brower's message to the brewing industry carried in your Feb. 9 issue.

Another great American industry, so essential to our well-being that the Pilgrims brought their sources of dairy products with them on the Mayflower, could benefit from action stemming from an equally courageous and visionary exposé . . .

Dairy foods—like beer—run in the endless marathon for the consumer dollar and, if current declines in per capita consumption of such valuable and delightful foods as milk and ice cream are a criterion, these products may have seen their best days . . .

The American Dairy Assn., the National Dairy Council, the many and varied manufacturers' and distributors' organizations with continued support of government agencies face unprecedented opportunities to bring greater enjoyment of life to more people through better nutrition through dairy foods.

The answer? A fresh look at the over-all job—a new appraisal of market opportunities—a putting of first things first—and an undiluted determination to keep dairy foods in their deserved place in preference and in the American diet . . .

Delbert J. Cook,
Marketing Services, Milwaukee.

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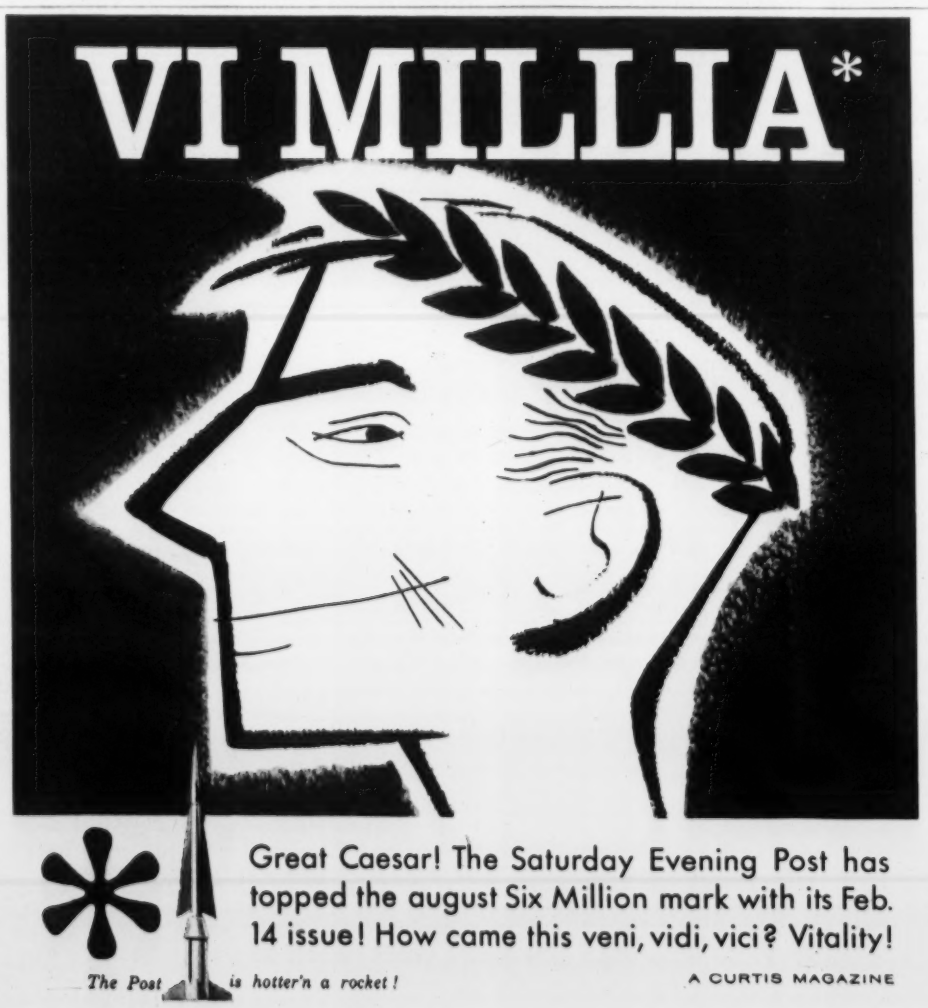
Thinks Dooley Ad Doesn't Ring True

To the Editor: Charlie Dooley may ask, "What Am I . . . Unpatriotic?" in this ad, but the 8,000,000 Charlie Dooleys the ad is aimed at undoubtedly are asking, "And what the hell does this ad writer think I am—stupid?"

Here is certainly some advertising we can do without. Could this ad include any more stereotyped

props to represent a "typical" New Yorker on his way to work: there's the lunchbox, the cigar, the folded newspaper. And, of course, the Brooklynese "ain't." Why not go all the way and have the guy say "dey," "trow," "de" and "wit"?

Who's the writer trying to kid? I bet he doesn't know a dozen New


VI MILLIA*
*
Great Caesar! The Saturday Evening Post has topped the august Six Million mark with its Feb. 14 issue! How came this veni, vidi, vici? Vitality!
The Post is hotter'n a rocket!
A CURTIS MAGAZINE

WE OWE A DEBT to advertising agency production men throughout America who, recognizing the importance of fine photoengraving and gravure positives in national advertising, have consistently specified "engravings by C M & H". Their *demand* for quality supports our *standard* of quality.

COLLINS, MILLER & HUTCHINGS, INC.
333 WEST LAKE STREET • CHICAGO 6

America's Finest Photoengraving Plant

Yorkers who talk like Charlie or carry lunch pails to work. I'm sure his Westchester neighbors don't lug their lunch down to the 8:02.

If the Citizens Committee to Keep New York City Clean would like some effective, realistic advertising, it should hire a writer with a firsthand knowledge of New Yorkers, and not some joker sitting on his Ivy League duff whose great creative ability enables him to "sense the real thing" from a glass-skinned ivory tower.

Bernard F. Agnelli,
Public Relations, Diamond Gardner Corp., New York.

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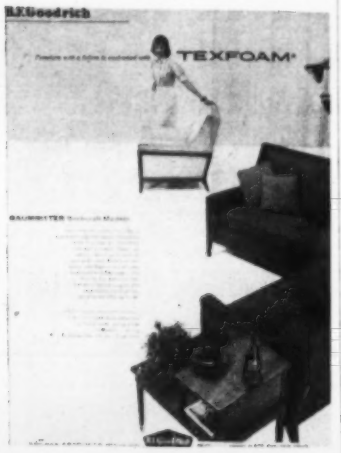
Two Years Apart, But Future's a Future

To the Editor: Does the passage of two-and-a-half years disqualify "funny coincidence," or does the different treatment of the attached



two practically identical headlines disqualify. Anyhow, I submit them . . . as any red-blooded American boy might do.

John J. Corrigan,
Advertising Manager, Sponge Products Division, B. F. Goodrich Co., Shelton, Conn.

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Takes Issue with Rosberg on Business Paper Research

To the Editor: I have just read (AA, Jan. 26) a most amazing, intemperate and erroneous bit of invective against business paper research . . . I refer, of course, to the published remarks (and I include only those inside quotes) of the vp of research of The Buchen Co., Chicago . . .

The most astonishing statement in the quoted comments is this one: "From my experience, there isn't one in 1,000 pieces of research done by trade publications that could pass muster with the technical committee of the Advertising Research Foundation." . .

My own experience has been very much different from Mr. Rosberg's. In fact, I can count on one hand the number of times I have been *disappointed* by a business paper rep who has offered me help on a research problem. I will say this, though; it helps when the ad agency man knows what his problem is, and can state it precisely—an ability not commonly shared by many ad agency research men . . .

Throughout Mr. Rosberg's remarks, which were patronizing in the extreme, the implication is plain that research departments of advertising agencies are just about "the last word" (and business paper research must be weighed against this superior know-how and know-what). I only wish it were so . . .

The second most obvious implication in the remarks of Mr. Rosberg and the other gentlemanguests from The Buchen Co. was the old habit of trying to induce the business paper rep to do their job for them. As a former associate editor of *Industrial Distribution*, a book that went to about 16,000 salesmen calling on industrial purchasing agents, I can tell Mr. Rosberg categorically that it is *not* the function of editor or business space-rep to "go beyond reader influence on purchasing and 'define the personal needs, desires and interests of each of these categories of people.'" That *is* the function of a qualified expert like Dr. Jack N. Peterman, Buchen's psychological research director, who made the definition within quotes. When publishers and editors have attempted this "going beyond," invariably they have tripped themselves up on their own "interpretations." . .

And honestly, do the personal needs, desires and interests of Joe Jones, purchasing agent, matter a whit to the drill rig foreman out in the oil field who wires in to headquarters: "Get me an air compressor in a hurry." Joe had better get it, even while he is thinking how to justify the breakdown on the one in the field right now.

John Farley,
Marketing and Public Relations Counsel, Bogota, N.J.

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The New School— Blue Phones, White Gloves

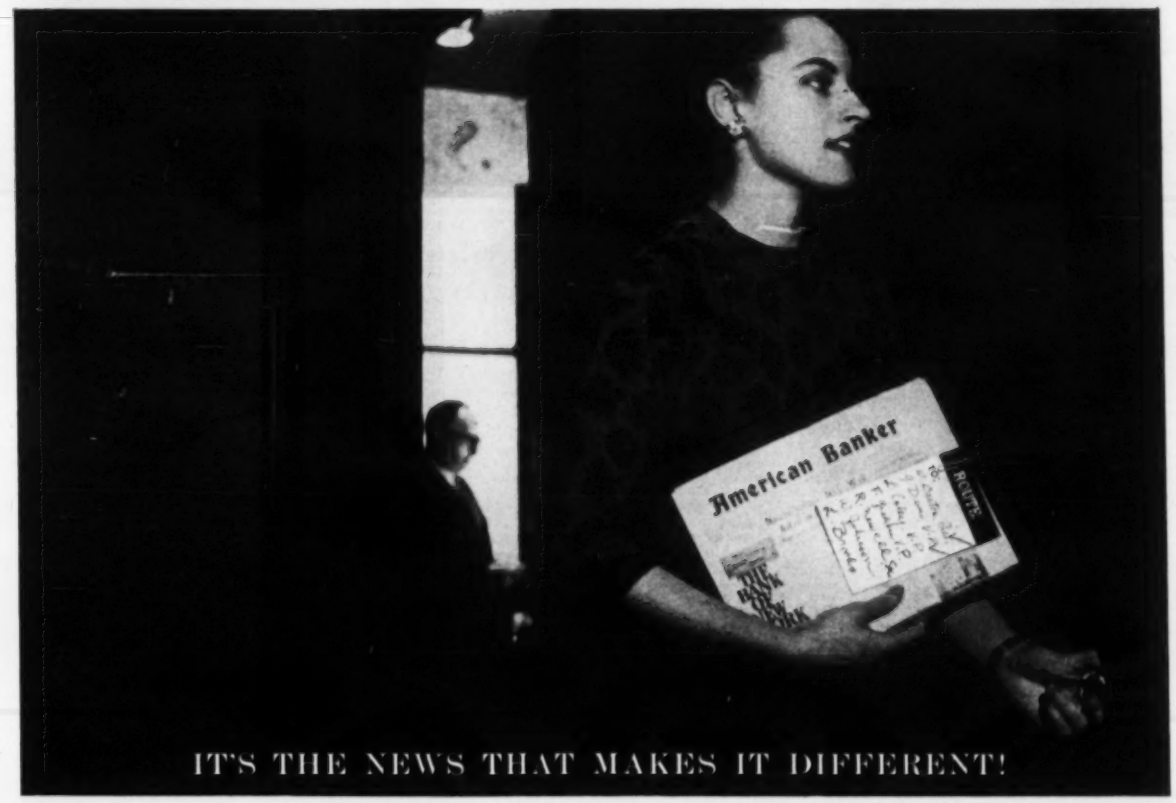
To the Editor: There must be a new rock and roll tune entitled,

"Blue Telephones and White Gloves." At least Western Electric and Automatic Electric seem to be playing it in their advertisements in the Jan. 31 issue of *The Saturday Evening Post.*

William A. Rooney,
Chicago.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

THE AMERICAN BANKER
IS NEVER IDLE . . .
PROOF POSITIVE OF ITS
MULTIPLE READERSHIP



IT'S THE NEWS THAT MAKES IT DIFFERENT!

Unlike the metropolitan newspapers, the daily AMERICAN BANKER has one characteristic of utmost importance to advertisers which is in tune with the claims of America's better magazines — *it enjoys substantial multiple readership.* Moreover, in the case of the AMERICAN BANKER, this multiple readership is absolutely certain. Copies are never detoured to a dead-end street, as so often happens with the weekly and monthly magazines. Every business day each copy is circulated by established routine to an average of 7, plus, top management bank officers representing the banks decision making team at the highest operational level.

The key men . . . chairmen of the board, presidents and vice presidents, to whom each copy is directed, invariably share their copies with an average of 6 other upper echelon bankers to whom the AMERICAN BANKER is an actual working tool . . . a definite part of their business day. These men *need* the AMERICAN BANKER to provide them with fresh, up-to-the-minute banking news reported accurately and completely, as a necessary background for taking action.

It's the NEWS the AMERICAN BANKER carries, and the DEPTH in which it is read by the decision making teams of top echelon bankers in the country's leading banks, that makes it different . . . and preferred.

Of the 13,505 banks in the United States, only 6,862 have deposits of 3 million dollars or more, still they hold 94.5% of the country's total bank deposits of over $200 billion. The AMERICAN BANKER'S ABC circulation of 8,599 includes virtually all of these 6,862 banks. With an average readership per issue of 7, this means that your advertising message reaches over 60,000 top level decision makers in the nation's leading banks. Proof of the effectiveness of the AMERICAN BANKER as an advertising medium is reflected by the fact that more banks advertise in its pages than in all competitive publications combined. Also, the AMERICAN BANKER was the only major banking publication to score a gain in the number of bank advertisers, and lineage bought by banks, in 1958.

American Banker
The Only Daily Banking Newspaper
32 STONE STREET • NEW YORK 4, N. Y.

February Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Total Advertising, in Lines Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Feb. 1959	Feb. 1958
§American Agriculturist (sm)	28.4	28.5	—	—	20,697	20,800	—	—	18,915	18,751
§Arizona Farmer-Ranchman (bw)	67.7	56.3	—	—	51,248	42,560	—	—	50,196	41,757
Arkansas Farmer (mon)	19.4	17.1	28.4	28.1	14,702	12,934	21,535	21,264	13,997	12,302
§California Farmer: (bw)										
Northern Edition	34.6	35.7	—	—	32,522	27,023	—	—	30,843	25,069
Southern Edition	32.8	33.1	—	—	30,804	25,066	—	—	29,433	23,084
Average 2 Editions	33.7	34.4	—	—	31,663	26,045	—	—	30,138	24,077
Capper's Farmer (mon)	47.0	66.5	83.8	110.5	20,151	28,515	35,950	47,418	18,768	26,876
Colorado Rancher & Farmer (sm)	43.0	34.9	60.8	54.5	32,538	26,413	46,009	41,265	30,921	24,814
Dakota Farmer (sm)	69.7	67.8	110.0	102.6	54,642	53,162	86,223	80,457	52,677	51,093
†Electricity on the Farm (mon)	9.2	7.3	16.3	14.2	3,175	2,589	5,632	5,076	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
‡Southeastern Edition	48.1	50.0	80.9	82.1	20,639	21,463	34,714	35,224	18,194	18,846
‡Southwestern Edition	41.5	52.3	72.3	83.1	17,810	22,458	30,999	35,661	15,063	19,354
Average 2 Editions	45.0	50.1	77.0	81.7	19,290	21,500	33,020	35,043	16,772	18,759
Farm Journal: (mon)										
‡Central Esition	105.2	95.8	158.8	155.5	45,139	41,106	68,132	66,696	42,525	38,804
‡Eastern Edition	86.9	83.0	141.6	137.3	37,273	35,598	60,764	58,899	34,659	33,296
‡Southern Edition	74.0	79.3	120.8	129.3	31,767	34,026	51,828	55,471	29,153	31,724
‡Western Edition	91.2	86.8	150.5	139.1	39,136	37,245	64,561	59,692	36,522	34,943
Average 4 Editions	89.3	86.2	142.9	140.3	38,329	36,994	61,322	60,190	35,715	34,692
Farm Management (mon)	28.9	21.7	43.8	40.9	12,389	9,309	18,976	17,566	12,389	9,309
‡Farm Quarterly (q)	—	—	74.2	71.2	—	—	34,280	32,894	33,195	31,778
§The Farmer (sm)	63.6	57.7	—	—	49,901	45,223	—	—	42,768	38,493
*Farmer-Stockman: (mon)										
‡Oklahoma Edition	37.7	37.4	67.4	64.4	28,625	15,058	40,898	26,664	27,415	13,224
‡Texas Edition	34.1	36.7	62.7	58.9	25,940	15,744	38,190	25,289	23,696	13,910
Average 2 Editions	35.9	37.0	65.0	61.7	26,430	15,401	39,544	25,977	25,555	13,567
Georgia Farmer (mon)	14.4	10.6	23.9	22.4	10,894	8,028	18,098	16,928	10,438	7,920
|||Indiana Farmer (m:n)	14.3	19.7	24.6	35.5	11,241	15,471	19,301	27,801	8,667	11,542
Iowa Farm & Home Register (mon)	19.3	19.5	34.5	34.1	19,300	19,560	34,549	34,113	18,844	19,009
§Iowa Farm Bureau Spokesman (w)	55.9	56.7	—	—	56,738	57,515	—	—	50,110	50,165
‡Kansas Farmer (sm)	48.2	51.6	72.2	76.3	36,610	39,211	54,903	57,962	33,432	36,355
§Kansas Farmer (sm)	24.1	24.7	—	—	18,293	18,751	—	—	14,748	16,397
Michigan Farmer (sm)	66.8	60.9	110.1	98.0	51,293	46,738	84,541	75,226	45,340	41,225
Minnesota Farmer (mon)	11.2	9.1	22.5	17.2	8,797	7,214	17,761	13,547	8,013	6,822
Mississippi Farmer (mon)	8.8	11.6	13.7	21.1	6,625	8,815	10,322	15,977	6,261	8,464
‡Missouri Ruralist (sm)	82.0	52.0	79.0	81.1	39,571	38,585	60,059	61,671	34,355	35,870
§Missouri Ruralist (sm)	27.0	29.1	—	—	20,488	22,086	—	—	16,035	19,221
Montana Farmer-Stockman (:m)	65.2	67.4	103.4	101.0	49,273	50,924	78,145	76,310	36,778	39,934
Nebraska Farmer (sm)	87.9	100.7	200.3	153.9	66,497	76,170	151,537	116,414	55,615	66,045
§New England Homestead (sm)	27.9	29.1	—	—	19,495	20,339	—	—	15,764	15,527
New Jersey Farm & Garden (mon)	40.1	49.7	66.1	89.3	18,036	22,380	29,721	40,202	15,397	18,613
New Mexico Farm & Ranch (mon)	15.2	11.3	27.4	19.4	11,473	8,704	20,702	14,982	11,284	8,543
Ohio Farmer (sm)	80.9	79.9	144.6	126.5	62,108	61,357	111,061	97,143	54,585	55,547
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	22.3	26.2	—	—	16,856	19,862	—	—	16,613	17,969
The Oregon Farmer	19.7	25.5	—	—	14,910	19,279	—	—	14,856	17,386
The Utah Farmer	23.1	24.7	—	—	17,524	18,738	—	—	17,017	16,733
The Washington Farmer	20.2	26.7	—	—	15,278	20,190	—	—	15,224	18,283
§Pennsylvania Farmer (sm)	75.9	68.5	—	—	58,303	52,579	—	—	55,355	48,641
Prairie Farmer: (sm)										
‡Illinois Edition	135.6	110.0	207.2	172.1	98,757	80,130	150,867	125,362	86,850	69,465
‡Indiana Edition	128.3	110.4	195.9	171.4	93,384	80,402	142,584	124,812	81,477	69,737
Average 2 Editions	131.9	110.3	201.5	171.8	96,070	80,266	146,725	125,087	84,164	69,601
Progressive Farmer: (mon)										
‡Carolina-Va. Edition	87.8	93.2	134.4	150.4	59,715	63,397	91,381	102,283	56,956	60,528
‡Ga.-Ala.-Fla. Edition	79.7	92.3	126.8	147.8	54,188	62,754	86,224	100,501	50,992	59,748
‡Ky.-Tenn.-W. Va. Edition	76.6	87.1	120.8	137.0	52,099	59,213	82,176	93,152	49,523	56,837
‡Miss.-La.-Ark. Edition	78.4	85.6	122.2	134.2	53,343	58,234	83,088	91,275	50,589	55,685
‡Texas Edition	79.1	89.4	124.9	141.2	53,816	60,788	84,910	96,049	50,269	57,116
Average 5 Editions	80.3	89.5	125.8	142.1	54,632	60,877	85,556	96,652	51,666	57,983
§††Rural New-Yorker: (sm)										
New York-New Eng. Edition	24.2	—	24.2	—	18,944	—	18,944	—	16,153	—
Penn.-N.J.-Delmarva Ed.	19.8	—	19.8	—	15,525	—	15,525	—	12,942	—
Southern Planter (mon)	26.7	35.3	44.6	56.0	18,692	24,720	31,232	39,198	17,612	23,705
Successful Farming (mon)	78.9	77.2	134.8	124.3	35,485	34,729	60,662	55,932	34,594	33,281
Texas Ranch & Farm (mon)	9.5	9.2	57.4	50.2	9,478	9,184	57,372	50,204	9,212	8,988
‡‡Texas Ranch & Farm (mon)	47.9	41.0	—	—	47,894	41,020	—	—	46,802	40,194
Wallaces' Farmer (sm)	116.1	111.2	195.0	172.8	91,038	87,197	152,871	135,477	81,339	78,718
§**Weekly Star Farmer: (w)										
Kansas Edition	12.6	14.4	—	—	31,284	35,711	—	—	17,250	20,340
Missouri Edition	13.6	15.0	—	—	33,512	36,744	—	—	18,776	20,816
Okla.-Ark. Edition	12.0	13.0	—	—	29,198	32,035	—	—	17,222	18,659
Average 3 Editions	12.7	14.1	—	—	31,331	34,830	—	—	17,749	19,938
Western Farm Life: (sm)										
‡Regular Edition	18.2	31.5	40.3	60.7	14,332	24,709	31,656	47,616	10,900	21,058
‡Colorado Edition	22.9	34.6	74.5	94.2	17,994	27,203	58,467	73,895	14,254	23,277
Average 2 Editions	20.6	33.0	57.4	77.4	16,163	25,956	45,061	60,755	12,577	22,167
Wisconsin Agriculturist & Farmer (sm)	91.9	80.8	139.0	120.9	72,099	63,412	109,039	94,806	70,110	61,676
Wyoming Stockman-Farmer (mon)	39.0	35.6	77.8	72.8	29,484	27,902	58,870	56,070	22,638	21,574
Total Group	1,406.4	1,411.1	2,506.6	2,412.4	960,324	946,421	1,705,617	1,609,974	847,713	884,607

§ Not included in totals; figures shown are for January issues as February figures were not available as this issue went to press. † Changed from a 357-line page to a 345-line page in January 1959. ‡ Not included in totals. ‡ Published quarterly in March, June, September and December. * Changed from a 429-line page to a 760-line page in February 1959. ||| Formerly known as the Indiana Farmer's Guide. †† Four issues in January 1959; two issues in January 1958. ‡‡ Not included in totals; figures were unavailable when January figures went to press. ** Four issues in January 1959; five issues in January 1958.

Farm Organizations & Education

	Total Advertising, in Pages Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Total Advertising, in Lines Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Feb. 1959	Feb. 1958
Agricultural Leaders' Digest (mon)	7.3	11.4	18.1	26.5	3,132	4,842	7,778	11,363	3,132	4,890
Better Farming Methods (mon)	28.1	39.1	43.3	63.1	12,060	16,785	18,592	27,089	12,060	16,785
California Farm Bureau Monthly (mon)	10.7	12.0	20.4	23.4	8,106	9,044	15,470	17,640	7,728	8,610
Cooperative Digest (mon)	9.5	10.0	13.0	15.8	3,990	4,200	5,460	6,767	3,990	4,200
County Agent & Vo-Ag Teacher (mon)	25.7	21.3	60.9	67.9	11,013	13,392	26,092	29,130	11,013	13,392
Michigan Farm News (mon)	2.7	2.8	4.8	4.9	6,333	6,431	11,336	11,963	5,736	5,729
Missouri Farmer (mon)	11.6	11.8	22.3	22.5	4,854	4,973	9,347	9,435	4,165	4,116
National 4-H News (mon)	18.1	27.1	33.9	36.2	7,605	11,382	14,420	15,192	7,605	11,382
Nation's Agriculture (mon)	7.4	9.3	16.2	16.2	3,316	4,189	7,281	7,268	—	—
Ohio Farm Bureau News (mon)	11.1	10.0	18.2	21.3	4,977	4,509	8,473	9,571	—	—
§Washington Grange News: (sm)										
East Edition	10.6	9.6	—	—	11,469	10,465	—	—	11,161	10,234
West Edition	10.2	9.0	—	—	11,120	9,807	—	—	10,812	9,576
Average 2 Editions	10.4	9.3	—	—	11,294	10,136	—	—	10,986	9,905
Total Group	132.2	164.7	251.1	297.8	65,386	79,747	124,249	145,418	55,429	69,104

§ Not included in totals; figures shown are for January issues as February figures were not available as this issue went to press. Commenced publishing sectional editions with the September 1958 issue.

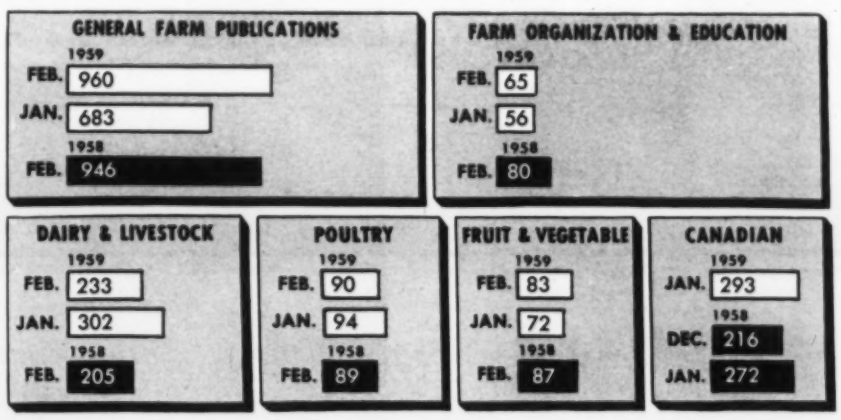
Dairy & Livestock

	Total Advertising, in Pages Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Total Advertising, in Lines Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Feb. 1959	Feb. 1958
Breeder's Gazette (mon)	11.3	14.6	24.1	29.3	5,933	6,266	11,412	12,566	5,411	5,531
The Cattleman (mon)	85.7	77.7	180.2	155.6	36,001	32,638	75,695	65,360	13,685	13,352
§†Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Jrnl.	35.8	39.3	—	—	76,332	83,628	—	—	49,222	53,342
Kansas City Daily Drovers Telegram	34.4	32.2	—	—	73,260	68,628	—	—	44,083	45,136
Omaha Daily Journal-Stockman	43.2	44.4	—	—	92,100	94,505	—	—	58,396	61,459
St. Louis Daily Livestock Reporter	26.5	24.7	—	—	56,337	52,654	—	—	38,506	37,842
§Dairymen's League News (bw)	16.7	12.9	—	—	12,146	9,356	—	—	11,563	8,684
Florida Cattleman (mon)	90.2	64.6	163.5	138.6	37,900	27,122	68,700	58,153	37,716	14,791
Hoard's Dairyman (sm)	65.7	74.8	127.8	122.8	47,836	54,490	93,002	89,364	41,658	49,572
National Hog Farmer (mon)	22.5	11.2	34.8	22.4	22,838	11,382	35,323	22,764	21,860	9,865
National Live Stock Producer (mon)	18.9	13.9	32.8	25.2	13,756	10,116	23,874	18,373	13,027	9,382
Western Dairy Journal (mon)	52.2	37.4	94.5	85.0	22,394	16,079	40,540	36,123	10,283	10,791
Western Livestock Journal: (mon)										
Mts. & Plains Edition	42.9	31.3	154.2	119.5	18,424	13,407	66,179	51,265	6,318	6,029
Pacific Slope Edition	65.0	78.5	226.0	241.1	27,888	33,698	96,956	103,433	9,842	10,774
Total Group	454.4	404.0	1,037.9	939.5	232,970	205,198	511,681	457,401	159,800	130,087

§ Not included in totals; figures shown are for January issues as February figures were not available as this issue went to press. † 21 issues in January 1959; 22 issues in January 1958.

Farm Linage Trend

Figures in Thousands



Poultry

	Total Advertising, in Pages Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Total Advertising, in Lines Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Feb. 1959	Feb. 1958
American Poultry Journal: (mon)										
‡Egg Producer Eastern Ed.	25.7	30.7	55.6	62.4	11,030	13,149	23,879	26,739	7,194	8,163
‡Egg Producer Midwest Ed.	26.0	28.8	55.2	61.3	11,120	12,340	23,671	26,282	7,940	8,075
‡Egg Producer Southern Ed.	29.3	28.5	62.3	62.6	12,609	12,227	26,786	26,846	7,838	7,382
‡Egg Producer Pacific Ed.	26.5	24.8	55.5	54.5	11,373	10,635	23,774	23,358	7,298	6,062
†‡Broiler Producer Edition	17.9	—	33.3	—	2,659	—	14,244	—	6,725	—
†‡Turkey Producer Edition	16.9	—	30.2	—	7,209	—	12,909	—	5,818	—
Average 6 Editions (or 4)	23.7	27.7	48.7	59.3	10,167	11,866	20,878	25,425	7,136	7,400
Broiler Growing (mon)	41.6	34.4	75.5	68.9	17,835	14,751	32,391	29,561	14,680	11,457
Everybodys Poultry Magazine (mon)	40.6	37.5	79.8	71.6	17,401	16,094	34,230	30,721	11,081	8,953
§‡Georgia Poultry Times (w)	44.3	35.3	44.3	35.3	45,486	37,716	45,486	37,716	38,066	24,281
§The Poultryman: (w)										
National Edition	26.9	20.4	26.9	20.4	29,188	22,211	29,188	22,211	14,215	10,501
New England Edition	32.5	25.3	32.5	25.3	34,936	27,477	34,936	27,477	18,027	11,985
New Jersey Edition	40.1	36.6	40.1	36.6	43,553	39,711	43,553	39,711	22,760	20,770
Dixie Edition	28.8	22.4	28.8	22.4	31,295	24,269	31,295	24,269	15,538	10,963
Poultry Tribune: (mon)										
‡Eastern Edition	46.9	51.0	92.1	90.8	20,103	21,896	39,497	38,971	13,366	15,482
‡Midwest Edition	47.7	49.4	92.3	86.7	20,470	21,198	39,594	37,174	14,640	15,774
‡Pacific Edition	56.8	53.0	108.2	96.0	24,376	22,747	46,435	41,187	16,315	14,439
‡Southeast Edition	52.0	54.1	104.8	98.2	22,329	23,221	44,957	42,107	15,221	15,646
‡Southwest Edition	46.8	48.0	92.2	85.5	20,057	20,591	39,555	36,696	13,166	14,364
Average 5 Editions	50.0	51.1	97.9	91.4	21,467	21,931	42,007	39,227	14,542	15,161
Turkey World (mon)	54.0	57.1	127.2	135.7	23,177	24,480	54,586	58,226	13,475	14,399
Total Group	209.9	207.8	429.0	426.9	90,047	89,122	184,092	183,160	60,914	57,370

‡ Not included in totals. † Commenced publication with the September 1958 issue. § Not included in totals; figures shown are for January issues as February figures were not available as this issue went to press.

Fruit & Vegetable

	Total Advertising, in Pages Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Total Advertising, in Lines Feb. 1959	Feb. 1958	Jan.-Feb. 1959	Jan.-Feb. 1958	Commercial Display Excluding Poultry, Classified and Livestock, in Lines Feb. 1959	Feb. 1958
American Fruit Grower (mon)	38.3	39.9	71.2	72.7	16,559	17,252	30,771	31,413	16,155	16,896
American Vegetable Grower (mon)	40.9	36.7	68.2	62.6	17,672	15,863	29,455	27,041	17,375	15,710
California Citrograph (mon)	18.9	21.0	38.1	42.1	12,684	14,140	25,578	28,364	12,348	13,804
Florida Grower & Rancher (mon)	31.6	34.1	59.1	61.8	21,497	23,218	40,242	42,057	20,079	22,532
†Vegetable Growers Messenger (bm)	—	—	6.5	8.1	—	—	2,730	3,402	—	—
Western Fruit Grower (mon)	35.7	38.5	64.2	65.6	14,994	16,170	26,964	27,552	14,994	16,170
Total Group	165.4	170.2	307.3	312.9	83,406	86,643	155,740	159,829	80,951	85,112

† Published bi-monthly; cumulative figures shown are for the combined January-February issue.

Canadian (January)

	Total Advertising, in Pages Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Total Advertising, in Lines Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958	Jan. 1959	Jan. 1958
Country Guide (mon)	29.2	20.0	—	—	21,003	14,372	—	—	—	—
Family Herald (w)	71.8	67.7	—	—	70,055	66,066	—	—	47,098	44,106
Farmer's Advocate & Canadian Countryman (sm)	39.3	33.0	—	—	27,501	23,125	—	—	22,960	19,018
†Free Press Prairie Farmer (w)	77.4	79.3	—	—	81,286	83,315	—	—	44,093	39,983
Le Bulletin des Agriculteurs (mon)	41.0	41.7	—	—	28,708	29,176	—	—	28,708	29,176
Western Producer (w)	60.4	51.9	—	—	64,671	55,564	—	—	43,233	—
Total Group	319.1	293.6	—	—	293,224	271,618	—	—	186,092	132,283

† Four issues in January 1959; five issues in January 1958.

Kuhl Rejoins Hartogensis

Jack C. Kuhl has returned from a tour of duty with the Army in Germany to rejoin Hartogensis Advertising Co., St. Louis, as an art director. The agency has added the following new accounts: Musical Products Corp., St. Louis maker of the Harmophone portable electric organ; Vita Cee Co., St. Louis, orange drink maker; Midwest Mower Corp., St. Louis power mower maker; Alligator Equipment Co., Hannibal, Mo., maker of light tractors.

REPEAT—*Simplicity Pattern Co. is using its "How to dress for the men" and "How to dress as if ..." slogans in a 1959 series similar to last year's (AA, May 12, '58). This ad is scheduled for the March Ebony. Bryan Houston Inc., New York, is the agency.*

Bill Gold Moves to L. A.

Bill Gold Advertising, New York, has resigned its New York accounts and has moved its offices to Los Angeles, where it will act as the advertising art agency for Warner Bros. Pictures. The agency has been creating poster art and theater lobby accessories for Warner since December, 1957, when Warner disbanded its art department. Before that, Mr. Gold was Warner's poster art director for many years.

Expands Soft Drink Campaign

The campaign begun last summer by U.S. Steel to promote soft drinks in throw-away cans is being expanded this year. Newspaper ads are scheduled for leading soft drink markets, as well as outdoor, television, radio, and display advertising. Batten, Barton, Durstine & Osborn, New York, is the U.S. Steel agency.

Johnstone Adds Keybak

Johnstone Inc., New York, has been appointed to handle advertising for Keybak, a new nonwoven interfacing for the women's and children's wear trades. Keybak is manufactured by Chicopee Mfg. Corp., Milltown, N. J., a Johnson & Johnson company.

UANTITY PHOTOS SELL ANYTHING...ANYWHERE!
UANTITY PHOTO CO., 119 W. HUBBARD ST., CHG. 10
Write for FREE photo packet

Freystadt Promotes Execs

Five executive changes have been made by E. M. Freystadt Associates, New York. Evert M. Freystadt, president, becomes board chairman and secretary; Charles E. Ballard, vp and secretary, is president; Charles C. Walter, vp, becomes exec vp; Frank Haines, art director, is now vp in charge of creative services, and Ralph A. Santulli, production manager, is promoted to vp in charge of production.

Chemstrand Sales Up

Chemstrand Corp., Decatur, Ala., in its annual report for 1958, for the first time reports sales and earnings on a consolidated basis. The corporation reports consolidated net sales of $172,968,381 for 1958, compared with $145,444,600 for 1957, and a net income in '58 of $18,354,723 compared with $18,813,380 in 1957.

ZERO IN ON THE E.B.I. OF...

DAVENPORT METROPOLITAN AREA

267,100 people spend 67% of a per household E. B. I. of $6,189 ... better than Boston, equal to Houston. Use the only newspapers with unduplicated, 100% circulation in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County. Ill. ...

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

DAVENPORT

MORNING EVENING SUNDAY

NEWSPAPERS

Represented by Jann & Kelley

7/11

Farmer's monthly salary!

Every month, the farmer rings his cash register — not just at Fall harvest or Spring farrowing. USDA reports in 1957 in Illinois (typical corn-belt state) estimated cash farm income on a monthly salary basis was never less than 7% or more than 11% in any one month! Successful Farming farmers, the nation's best, had estimated annual average cash farm income of around $10,000 during past decade, and an all-time high last year! For better year-round sales, balance, and influence — use SF! Call any office.

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.

Meredith Names Ferguson to Succeed Eves, Retired

Meredith Publishing Co., Des Moines, has appointed Roland C. Ferguson western sales manager in Chicago, succeeding J. P. Eves, who will retire July 1. Mr. Eves, with Meredith since 1923, will continue as vp and a member of the board. Mr. Ferguson, currently sales manager of *Successful Farming*, joined Meredith in 1928.

Meredith also has promoted Robert C. Olson to Chicago sales manager of *Successful Farming*, effective July 1, and Burt Boersma to Chicago sales manager of *Better Homes & Gardens*.

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

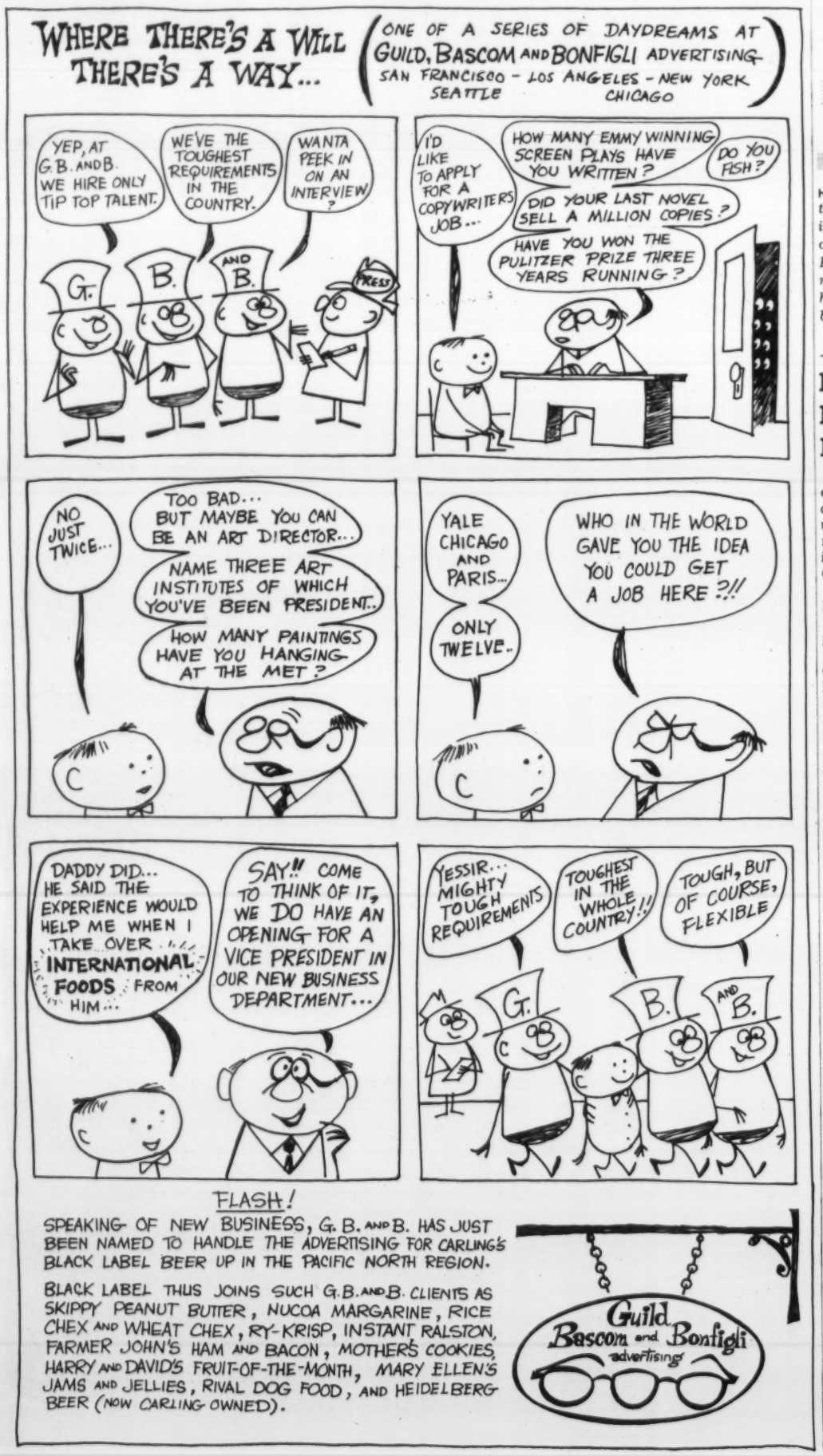
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

Cockfield, Brown Adds Two

Cockfield, Brown & Co., Montreal, has appointed Eric Morris to work on some of the agency's food accounts and T. H. Harris to the research department staff. Mr. Morris formerly was with Kraft Foods Ltd. and Ogilvie Flour Mills Co. Mr. Harris formerly was executive editor of the *Montreal Herald*, which ceased publication several months ago.

Thayer Promotes Furness

Thayer Laboratories division of Revlon Inc., New York, has promoted Stanley S. Furness from marketing manager to director of marketing, a new position.


WHERE THERE'S A WILL THERE'S A WAY...
(ONE OF A SERIES OF DAYDREAMS AT GUILD, BASCOM AND BONFIGLI ADVERTISING SAN FRANCISCO - LOS ANGELES - NEW YORK SEATTLE CHICAGO)
YEP, AT G.B. AND B. WE HIRE ONLY TIP TOP TALENT.
WE'VE THE TOUGHEST REQUIREMENTS IN THE COUNTRY.
WANTA PEEK IN ON AN INTERVIEW?
G.
B.
AND
B.
PRESS
I'D LIKE TO APPLY FOR A COPYWRITERS JOB...
HOW MANY EMMY WINNING SCREEN PLAYS HAVE YOU WRITTEN?
DO YOU FISH?
DID YOUR LAST NOVEL SELL A MILLION COPIES?
HAVE YOU WON THE PULITZER PRIZE THREE YEARS RUNNING?
NO JUST TWICE...
TOO BAD... BUT MAYBE YOU CAN BE AN ART DIRECTOR...
NAME THREE ART INSTITUTES OF WHICH YOU'VE BEEN PRESIDENT..
HOW MANY PAINTINGS HAVE YOU HANGING AT THE MET?
YALE CHICAGO AND PARIS...
ONLY TWELVE..
WHO IN THE WORLD GAVE YOU THE IDEA YOU COULD GET A JOB HERE?!!
DADDY DID... HE SAID THE EXPERIENCE WOULD HELP ME WHEN I TAKE OVER INTERNATIONAL FOODS FROM HIM...
SAY!! COME TO THINK OF IT, WE DO HAVE AN OPENING FOR A VICE PRESIDENT IN OUR NEW BUSINESS DEPARTMENT...
YESSIR... MIGHTY TOUGH REQUIREMENTS
TOUGHEST IN THE WHOLE COUNTRY!!
TOUGH, BUT OF COURSE, FLEXIBLE
G.
B.
AND
B.
FLASH!
SPEAKING OF NEW BUSINESS, G. B. AND B. HAS JUST BEEN NAMED TO HANDLE THE ADVERTISING FOR CARLING'S BLACK LABEL BEER UP IN THE PACIFIC NORTH REGION.
BLACK LABEL THUS JOINS SUCH G.B. AND B. CLIENTS AS SKIPPY PEANUT BUTTER, NUCOA MARGARINE, RICE CHEX AND WHEAT CHEX, RY-KRISP, INSTANT RALSTON, FARMER JOHN'S HAM AND BACON, MOTHER'S COOKIES, HARRY AND DAVID'S FRUIT-OF-THE-MONTH, MARY ELLEN'S JAMS AND JELLIES, RIVAL DOG FOOD, AND HEIDELBERG BEER (NOW CARLING OWNED).
Guild Bascom and Bonfigli advertising

HONORED—*The Freedoms Foundation 1958 award for the "outstanding local campaign on the American system" went to Peoples State Bank, St. Joseph, Mich., for its newspaper ads featuring American holidays. The ads were prepared by the bank and its pr counsel, Harry Coleman & Co., Chicago.*

Dailies' R.O.P. Linage Up 15% in December, Hoe Says

NEW YORK, Feb. 24—R.o.p. color linage in newspapers in December, '58, was 11,066,411 lines, up 15.2% from the 9,604,307 lines reported in December, '57, according to the Hoe Report on R.O.P. Color, issued last week.

Biggest users of r.o.p. color in December were Seagram's 7 Crown (298,568 lines), Kodak camera products (270,741 lines), Tang, a powdered beverage put out by General Foods (178,631), Kings Men toiletries (159,157) and Coca-Cola (149,861).

The monthly report is based on a Media Records check of 400 newspapers in 130 cities. An annual report covering 1958 will be issued later. #

Physicians' Attitudes Toward Pharmaceutical Industry Told

"Attitudes of U.S. Physicians Toward the American Pharmaceutical Industry" has been published by Ben Gaffin & Associates, Chicago opinion survey consultant. The publication is based on an opinion study financed by the American Medical Assn. as a service to the ethical pharmaceutical industry. Included is a section on views of physicians toward promotion of the pharmaceutical industry.

Copies of the publication may be obtained from Ben Gaffin & Associates, 141 W. Jackson Blvd., Chicago, for $15 each.

V-M Names Rowley A.M.

V-M Corp., Benton Harbor, Mich., manufacturer of Voice of Music stereophonic high fidelity systems, phonographs and tape recorders, has appointed Joel M. Rowley advertising manager. He formerly was advertising and sales promotion manager of the Westclox division of General Time Corp., La Salle-Peru, Ill.

Isle of Capri Names Rosen

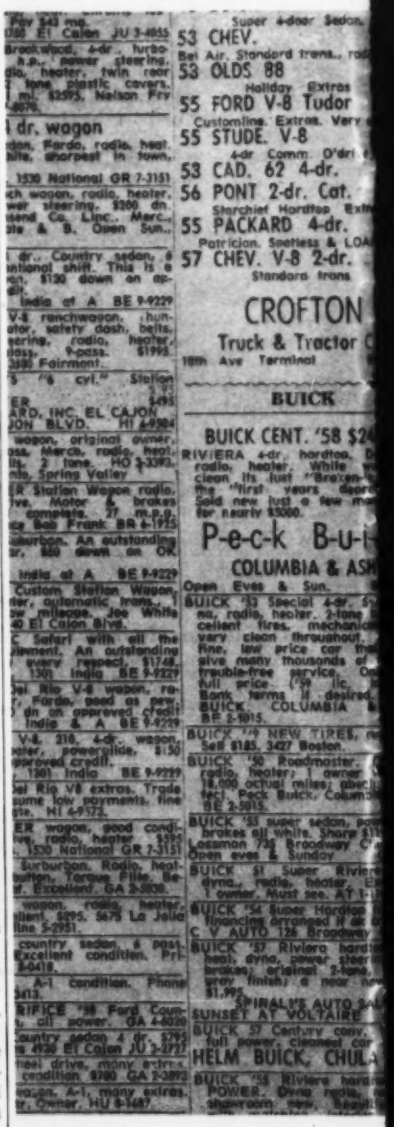
Isle of Capri Co., insecticide manufacturer, has appointed Sy Rosen Advertising, New York, to handle its advertising, scheduled for newspapers and spot radio.

Scott Promotes Six

Richard B. Dingtelder, formerly advertising services group manager, has been named executive assistant to the advertising director of Scott Paper Co., Chester, Pa., a new post. Succeeding Mr. Dingfelder is James D. Stocker Jr., formerly product manager on Scott family napkins. Other appointments include Richard C. Brown, to retail products group manager; William S. Wesson, to merchandising manager, a new post; William R. Wing, to promotion manager, and John C. Hirst to product manager of Scotties.

Jim Brown Joins Pepsi

Jim Brown, Syracuse University All-American and Cleveland Browns football star, has joined the marketing staff of Pepsi-Cola Co., New York. He is one of two professional athletes working for the company. The other is Milwaukee Braves first baseman Frank Torre.



Ten Leading Newspapers in Advertising Linage in 1958

Source: Media Records

	Total Advertising	Retail	General	Automotive	Financial	Total Display	Classified	Legal
Los Angles Times (M&S)	65,378,199	34,938,816	7,203,398	1,975,438	2,013,305	46,130,957	19,238,011	9,231
Miami Herald (M&S)	56,037,633	29,369,037	5,254,487	2,818,991	1,689,977	39,132,492	16,775,690	129,451
Milwaukee Journal (E&S)	50,974,383	29,554,345	5,116,293	2,089,263	618,291	37,378,192	13,586,041	10,150
New York Times (M&S)	50,655,463	21,651,768	13,496,982	1,308,289	1,890,470	38,347,509	12,262,228	45,726
Chicago Tribune (M&S)	50,080,535	28,493,312	8,296,139	1,238,645	1,179,627	39,207,723	10,844,240	28,572
Cleveland Plain Dealer (M&S)	43,928,270	22,468,645	5,548,161	1,554,925	809,224	30,380,955	13,479,699	67,616
Washington Star (E&S)	41,798,927	26,168,639	4,251,452	1,591,417	672,502	32,684,010	8,595,768	519,149
New Orleans Times-Picayune (M&S)	41,191,750	26,099,166	4,411,394	1,392,057	442,476	32,345,093	8,573,884	272,773
Houston Chronicle (E&S)	40,473,646	23,304,496	4,529,501	1,686,756	347,746	29,868,499	10,446,979	158,168
Baltimore Sun (E&S)	39,956,386	23,575,696	5,085,250	2,247,737	543,536	31,452,219	8,437,906	66,261

Berrien Joins Organ Corp.

Frank W. Berrien, formerly with Southern Advertising, Miami, on the National Airlines account, has been named advertising manager of the Organ Corp. of America, Long Island City, importer of an "easy-to-play" portable organ from Italy. Mr. Berrien has also been with Maury, Lee & Marshall, Ruthrauff & Ryan, Biow Co., Hewitt, Ogilvy, Benson & Mather, and J. Stirling Getchell agencies.

Omega Systems Names Burton

Omega Systems Inc., Beverly Hills, developer of self-service market installations to inhibit shoplifting and pilferage, has named John Lee Burton Advertising, Beverly Hills, as its agency.

Chacona Joins Hartman

M. S. Chacona has joined William C. Hartman Advertising, Syracuse, as exec vp. Mr. Chacona formerly was an account executive with Barlow Advertising Agency, Syracuse.

Small 'Masterette' Opens

The Masters discount chain reports it is opening five new stores this year ranging in size from 5,000 to 12,000 sq. ft. for areas not geared to handle the larger units. The first will be a 12,000 sq. ft. unit in Lancaster, Pa., slated to open April 15. The four other locations have not been revealed.

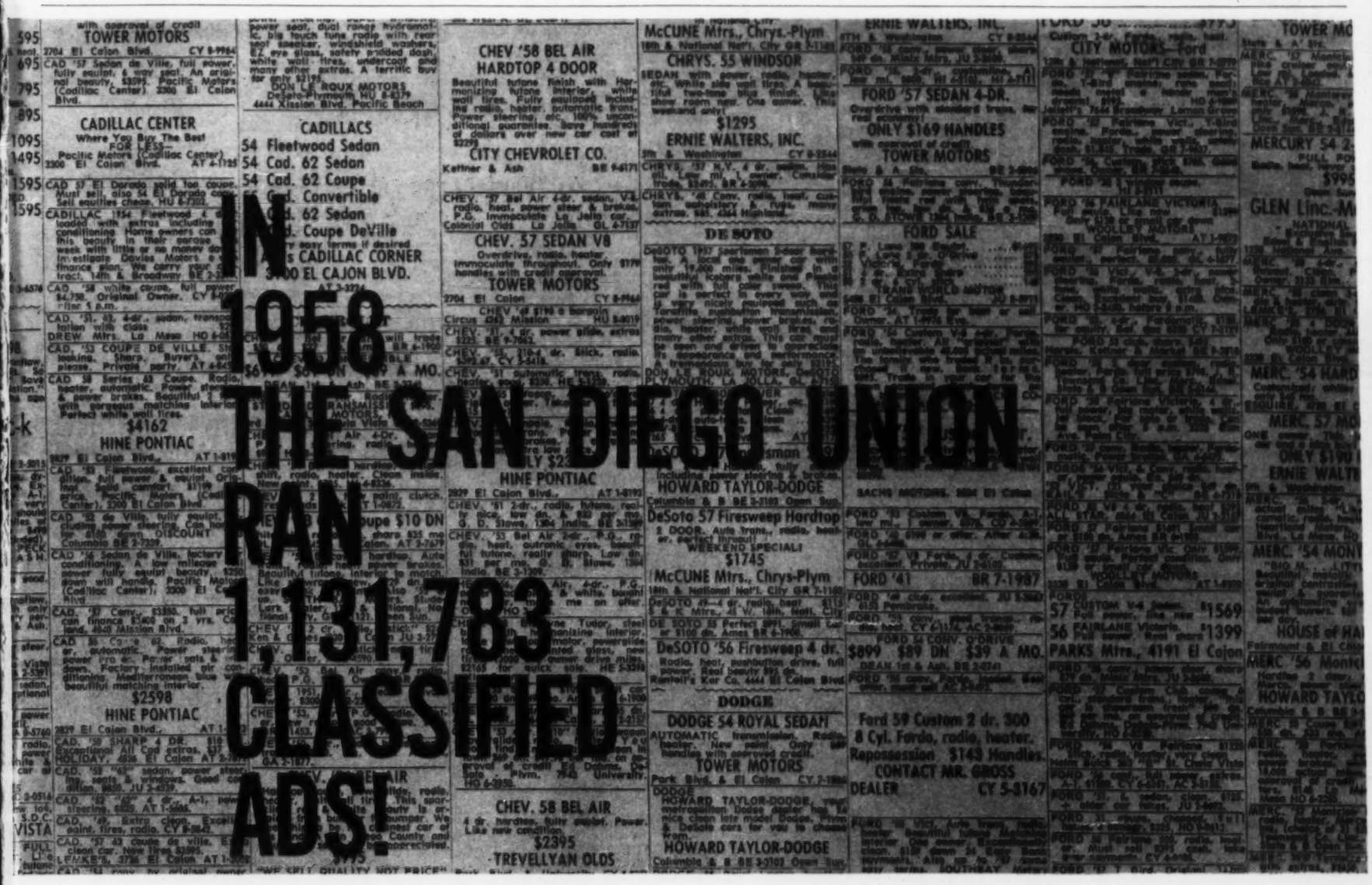
Force Boosts Linder

Force Inc., Paterson, N.J., has promoted Myron Linder from creative director to vp and member of the board. He joined the agency in 1956 as a copywriter.

DO YOU WANT THE ACCOUNT?
. . . Reach for BRAD-VERN'S!

Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.

Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.



That towering total offers dramatic proof that San Diegans recognize the selling power of their daily newspapers.

The same selling power — product of years of public acceptance and confidence — is the priceless **plus** in all the advertising published in **The San Diego Union** and **Evening Tribune.**

To sell San Diego, fastest-growing market in the West, advertise in **The San Diego Union** and **Evening Tribune.** Combined daily circulation: 207,064. Readership: 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

CIRCULATION: 6 MONTHS ENDING SEPT. 30, 1958, A.B.C. | READERSHIP: FACTS CONSOLIDATED.

"The Ring of Truth"

COPLEY NEWSPAPERS

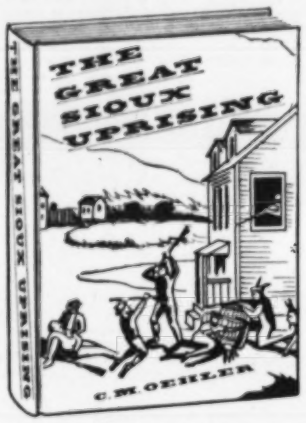
15 "Hometown" Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles . . . Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

The Great Sioux Uprising is the name of a book published February 19 by the Oxford University Press, and written by our friend of long-standing, C. M. "Chet" Oehler. Chet formerly served as Vice-President and Director of market and opinion research for the Western Offices of BBDO, and now is devoting full time to the job of writing. Incidentally, we have read **The Great Sioux Uprising**, and recommend that you run—don't walk—to the nearest bookstore and pick up a copy. It'll chill you.



* * * * *

As we have mentioned before, BURGOYNE is permanently set up and ready to go in about three dozen of America's best test markets. In each of these markets, we have carefully selected panels of drug and grocery stores to serve as the information centers for our Retail Sales Studies. These stores must of course, be representative of the market, and must agree to continuing audits at regular, specified intervals. That way—each BURGOYNE Sales Study is completed . . . from beginning to end . . . in the same store group in which it was started.

* * * * *

MEET THE BURGOYNE TEST CITIES:
The QUAD CITIES and DAYTON

. . . are two of the cities which make up the select list of BURGOYNE Test Cities.

DAYTON

Founded in 1796, this industrial center, situated on the Great Miami River in a rich agricultural area, features manufacturing of cash registers, lighting and refrigeration equipment, motors, aircraft and auto parts. Famous as the home of Wilbur and Orville Wright and is today a major U. S. aviation center. In this fast-steping metropolis, we recommend the NEWS and JOURNAL HERALD for full coverage of the market.

THE QUAD CITIES

A unique economic unit composed of Moline, East Moline, and Rock Island on the Illinois side of the Mississippi, and Davenport on the Iowa side. Four cities form a trade, and industrial center for the entire surrounding area. Manufacturing includes farm equipment, electrical and heating equipment, clothing, machinery and metal products. For complete coverage of the Quad Cities, we recommend the Rock Island ARGUS and Moline DISPATCH—plus the Davenport DEMOCRAT-TIMES.

* * * * *

Write for a complete list of all the BURGOYNE Test Cities. We'll shoot it back to you by return mail—along with full information on BURGOYNE Retail Sales Studies.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Jubilee Festivities May Lead REA Co-op Group to Advertise

WASHINGTON, Feb. 24—Directors of the National Rural Electrification Cooperative Assn. are committing themselves to a silver jubilee celebration, and keeping the door open for something considerably bigger in the way of an organized effort to get their story before the public.

As representatives of the association's 7,000 members headed homeward from their convention here, directors all but approved a contract with Aubrey, Finlay, Marley & Hodgson, Chicago, for the silver jubilee promotion in 1960.

At the same time, a special committee under Walter Harrison, president of the association, was set up to rally additional support for a "public relations pool" arrangement which could ultimately lead to national advertising, as well as intensified local activity.

■ The decision to have the agency go ahead with a silver jubilee program came after convention delegates expressed enthusiasm for a presentation which was made by Earl Hodgson, agency president. For budgetary reasons, Mr. Hodgson's original ideas are being reoriented.

Before the contract becomes official, according to NRECA sources, the agency must return to the association headquarters with a revised presentation stressing "silver jubilee" and omitting some of the more ambitious merchandising proposals which Mr. Hodgson mentioned in his convention talk.

The merchandising program and the pr pool may materialize eventually, staff personnel say, but for the moment the board is committed only to the silver jubilee.

■ With the co-ops facing a rough fight to retain the special 2% interest rate they regard as essential to their continued success, delegates signified support for a pr and advertising effort to (1) resell co-ops to their own members, and (2) bring their story to city people (AA, Feb. 16).

Because of the cumbersome fund-raising problem ahead, directors regard the silver jubilee as the most they can attempt at the moment. If it is successful, they hope it will evolve into something more ambitious and permanent, in perhaps another 15 to 18 months.

Before the silver jubilee can get rolling, directors must raise funds from the members. Under the "silver dime for the silver jubilee" concept approved at the latest meeting, they would have about $400,000, on the assumption that each member co-op contributed 10¢ for each of its own members.

■ Although the initial contract apparently will cover only the silver jubilee, NRECA is to continue to sound out its state organization on support for an advertising and pr "pool" operation, with AFM&H providing materials for the state groups, and ultimately placing some national advertising in behalf of the movement.

A major difficulty facing the pool, association officials say, stems from the fact that many state groups feel a loyalty to their own local agencies. While they have been told that a central operation will cut costs and achieve greater impact, they are reluctant to break off with those who have been serving them. #

Slim-Trim Appoints Nemarow

Central Canning Co., Cedarville, N.J., has appointed Nemarow Advertising, Vineland, N.J., to handle a new dietetic fruit punch and orange drink called Slim-Trim, which contains only "one calorie per ounce."

PIE-A-LA-SKILLET—*Wesson Oil is introducing this new way to make a pie with this color spread scheduled for April issues of Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, McCall's and Redbook. Fitzgerald Advertising, New Orleans, is the Wesson agency.*

Genie Trade Stamps Offer Cash Plus Donations

Genie Stamp Co. is testing a new trading stamp plan under which filled books will be worth $2.50 to the shopper and 50¢ to the church or charitable institution of the shopper's choice. A three-months test is being conducted through various retail outlets in a town in northern Minnesota.

O. C. Barnes, president of Genie, said the total cash value compares with the national average allowance of $3 in list-price merchandise offered by most stamp programs where one stamp is issued for each 10¢ expenditure. Mr. Barnes, formerly vp and director of Gift House Stamps, is currently negotiating with several retail chains to expand the stamp program. Genie is located at 801 E. Excelsior Ave., Hopkins, Minn. Kerker Peterson Hixon Hayes, Minneapolis, is the agency.

Two Join Burdick & Becker

Burdick & Becker, New York, has appointed A. Mason Harlow assistant to the president, Dean L. Burdick, and Edward F. Maitland assistant to Robert Becker, exec vp. Mr. Harlow formerly was director of the Institute of Student Opinion, sponsored by Scholastic Magazines Inc. Mr. Maitland previously was with the advertising department of Pfizer International.

Multi-City Market Setup Extensively Used, NAAN Reports

SARASOTA, FLA., Feb. 24—National Advertising Agency Network says member agencies have used its new service facility, Market Development Associates, more than 500 times since it was inaugurated last September.

With the service, member agencies can get market information in any city where another member is located. The agency in the city under scrutiny gets the information from its local contacts in whatever field is requested. Fees for various services have been established by each member.

Typical average charges, NAAN said, are "random phone calls, $3; calls to specified jobbers, $4.50; interviews with specified jobbers, $15; executive interviews, $25."

NAAN has 34 members with offices in the U.S. and Canada. #

Judish to Son De Regger

Son De Regger Advertising Agency, Des Moines, has named Frank Judish, formerly with Arlo Roberts Co., Des Moines, an account executive.

You, too, can get effective merchandising help in Muncie

YOU GET BOTH . . . Sound and effective merchandising for your advertising campaigns, PLUS . . . full cooperation in soliciting tie-ins from our local advertisers.

Why don't you schedule these two great Eastern Indiana Newspapers?

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

LILLIAN*

Please tell your boss the good word, Lillian...
Post circulation's topped six million!
(The Saturday Evening Post, Lil, Feb. 14 issue.)

*The Post is hotter'n a rocket!

A CURTIS MAGAZINE

Ads Are U.S. Good Will Envoys, Strauss Asserts

Inventory Building Appears to Be Starting, Commerce Chief Says

NEW YORK, Feb. 26—"One of the most effective American ambassadors for good will today is the American advertisement," Secretary of Commerce Lewis L. Strauss told Associated Business Publications today.

At trade fairs abroad, he said, European and Asian business men "gaze with excited wonderment at—to them—the unbelievable superabundance displayed in American advertising."

Mr. Strauss emphasized that in today's economy "advertising is more than a specialty. It is the blood stream of healthy growing business."

Commenting on the uptrend in business, Mr. Strauss released new figures on the gross national product, which, he said, "rose from an annual rate of $430 billion in the second quarter of 1958 to $453 billion in the final quarter.

■ "Rebuilding of stocks in contemplation of future market growth has not as yet occurred on a broad scale," Mr. Strauss said, but he noted that "with production and sales rising, it appears likely to economists in the Commerce Department that reconsideration of inventory policy will be in the direction of higher, rather than lower, stocks."

■ John Veckly, director of advertising, U.S. Steel Corp., and chairman of the business publishers committee of the Assn. of National Advertisers, told the sales management session that advertising representatives of business papers today must be prepared to answer specifically what their publications have to offer an advertiser that will help him do a better job.

■ John J. Manning, media director of Kircher, Helton & Collett, Dayton, said that publishers have two representatives—their advertising salesmen and their product, or publication.

■ Wade Fairchild, publisher of *Electronic News*, urged a reappraisal of the use of preferred positions, special issues, bleeds and color, and suggested greater stress should be placed on selling the continuing values of business paper advertising.

■ Malcolm MacNaught, associate district manager, Atlantic district sales, McGraw-Hill Publishing Co., noted that the increasing acceptance of the marketing concept by business is forcing publishers to do more and better market research.

■ Charles M. Fallon, vp, Clissold Publishing Co., pointed out that "know-nothing salesmen have do-little accounts." The need today, he said, is for more creative selling, which can only be done by preparatory research.

■ Clifford S. Bailey, publisher of *Motor*, suggested that publishers and their representatives will have to come up with more ideas for advertisers than formerly. Many advertisers, he said, have dropped out of business papers and gone into consumer advertising because consumer publications have gone out of their way to help advertisers market their products more effectively than business papers have. #

Sans Consumer Ads, Men's, Boys' Wear Group Stresses PR

CHICAGO, Feb. 25—The American Institute of Men's & Boys' Wear, now withdrawn from all consumer advertising, for the time being at least (AA, Feb. 23), is now moving ahead full speed with its beefed up pr program—apparently with the nearly unanimous support of its manufacturer and retailer members.

A major change in the pr operation was already apparent at the 41st annual convention of the National Assn. of Retail Clothiers & Furnishers this week. Mayer & O'Brien, Chicago, AIMBW's pr agency, went all out for the consumer press and hosted some 38 men's fashion reporters from throughout the country through two days of special press events. This is common practice in the women's wear industry but brand new in men's wear, according to Mayer & O'Brien.

Other phases of the pr program—"dress right" programs in high schools and through groups like the National Sales Executives Club—will be expanded, according to Dale O'Brien, president of Mayer & O'Brien.

■ Meanwhile, a new program will begin this fall when AIMBW, with the support of the National Education Assn., will provide materials for accredited courses in grooming in trade and commercial high schools. Announcement of this program is expected within the next few weeks.

Still other plans that Mayer & O'Brien has had on the shelf for AIMBW will be made possible by the new pr budget, Mr. O'Brien said.

The pr budget for 1959 is $400,000, compared to a budget of $250,000 last year. AIMBW also intends to spend about $100,000 this year in trade papers through North Advertising, Chicago, AIMBW's new agency, succeeding Batten, Barton, Durstine & Osborn.

■ AIMBW's shift away from consumer advertising and toward pr represents neither a lack of confidence in advertising in general nor doubt that advertising is effective for industry-wide purposes, Mr. O'Brien told ADVERTISING AGE.

The shift resulted, he said, "from a crystalization of opinion in the past year that, within the confines of AIMBW's present budget, it could only do one job well—pr.

"The shift also doesn't mean a withering away of AIMBW's basic hopes or industry aspirations," Mr. O'Brien emphasized.

■ In New York, an advertising man on one of the consumer books that used to be on the AIMBW schedule, said that the institute would have fared better in the past if it had "pursued membership as they've been doing lately and had not had such controversial advertising."

Whenever apparel was shown in the ads, manufacturers of other products not used were unhappy, he added. The use of kids in denims as examples of bad dress naturally alienated makers of those types of clothes. He indicated he thinks the current plan, with its minimal funds, is probably an intelligent approach to AIMBW's problems, expecially if it will keep the institute alive.

Another observer commented this week, "You can't talk $5,000,000 or $10,000,000 programs in this business. These people think in terms of several hundred thousands dollars, with contributions of $10 or $20 apiece." The new financial structure of the institute was therefore much more realistic, he felt. #

HOME PIZZA—*General Mills is testing its new ready-to-bake Betty Crocker pizza dough and sauce in several markets including Chicago. A plastic rose from Italy is offered as a premium. Knox Reeves Advertising, Minneapolis, is the agency for the new pizza.*

Renault Aims at 100,000 Car Sales in U. S. This Year

NEW YORK, Feb. 26—Renault Inc. announced today that it plans to sell 100,000 cars in the U.S. during 1959.

The French auto manufacturer sold 59,968 cars here in 1958.

If it reaches this lofty goal, Renault will probably pass Volkswagen in imported passenger car sales. VW said yesterday it plans to sell 85,000 passenger cars here in 1959.

Already a plus-$1,000,000 advertiser, Renault will definitely expand its ad campaign in 1959 in an effort to hit the 100,000 sales level, ADVERTISING AGE was told today.

A new campaign, calling for increased expenditures, will be presented for approval tomorrow by Needham, Louis & Brorby, the Renault agency.

■ Renault has emerged in the past two years as the largest advertiser in the foreign car field. It was the first company to spend more than $1,000,000 on advertising; it was the first to make extensive use of mass circulation consumer magazines, and last fall it became the first foreign car advertiser to use network television, buying Edward R. Murrow's "Small World" on CBS-TV. #

Salisbury Named Exec VP of Simmons-Boardman

Duane C. Salisbury, sales director of Simmons-Boardman Publishing Corp., New York, has been elected exec vp.

Duane C. Salisbury

Elected vps are Walter R. Browder, editor of *American Builder*; Joe W. Kizzia, executive editor of *Railway Age*, and Michael J. Figa Jr., the publisher's director of production. George W. Hutchings, district manager of *American Builder* in Chicago, was named regional vp.

Seklemian, North Marriage to C&H in Divorce Court

(Continued from Page 1)

Mr. North, who was fired as senior vp at Calkins & Holden earlier this month (AA, Feb. 9), and Mr. Seklemian, who this week was told by C&H (soon to be Fletcher Richards, Calkins & Holden) that his services will no longer be required, are reported defendants in an action planned by C&H, which will seek collection of an alleged unpaid note of $54,000.

■ Meanwhile, both Calkins & Holden and Mr. Lurie were served with summonses last week in which they were named defendants in pending actions brought by both Seklemian & North and Mr. North personally.

Charges alleged and damages sought, as listed on the summonses, are as follows:

Mr. North vs. Mr. Lurie: $20,000 damages for "inducing" breach of contract.

Mr. North vs. Calkins & Holden: $20,000 in damages for alleged breach of contract.

Seklemian & North vs. Walter Lurie: Alleged "fraud, conversion and an accounting," damages to be determined by the court.

Seklemian & North vs. Calkins & Holden: $250,000 for alleged breach of contract.

Seklemian & North vs. Mr. Lurie: $100,000 for allegedly "inducing a breach of contract."

■ In another action, both Calkins & Holden and Seklemian & North are co-defendants in a suit being brought by the 18 E. 48th St. Corp., the landlord of quarters formerly occupied by Seklemian & North. A spokesman at Patterson, Belknap & Webb, attorney for the plaintiff, said action against the two agencies was brought over alleged non-payment of rent.

■ While specific reasons for the actions against Mr. Lurie are still to be detailed by the plaintiffs, it was believed that the charges involved the disposition of accounts billing about $1,000,000 after they moved from Seklemian & North to C&H.

These accounts were believed to include Brother International (sewing machines), Long Island Rail Road, Jetro (export arm of Japanese industry), and others.

Leonard Lehman, attorney for both Calkins & Holden and Mr. Lurie, said the charges involving his clients "had little substance."

"These so-called charges come in the wake of our own action," said Mr. Lehman, "and we plan to answer in open court." Meanwhile, Mr. Lehman said, he has demanded a copy of the formal complaint. His clients so far have been served only with summonses.

■ Elliot L. Hoffman, attorney for Mr. North, said, "Once the true facts come out in open court, the whole concept and position of Calkins & Holden will have to be seriously re-evaluated in the advertising world." Mr. Hoffman indicated that formal complaints and briefs will be filed within the next 30 days.

■ The breakup of Seklemian & North with Calkins & Holden ends a relationship begun last summer, when the smaller agency, billing "about $4,000,000," merged with C&H, billing about $12,000,000.

At that time all was sweetness and light, with execs of both agencies optimistic about the future. In the move to C&H, Seklemian & North brought in a raft of accounts, most of them retail promotion clients. These accounts, as reported exclusively by ADVERTISING AGE in July, '58, included Arrow shirts, Palm Beach clothes, Royal McBee's portable typewriters, Fruit of the Loom textiles, J. C. Penney Co., Springs Cotton Mills and others.

At the same time Messrs. Seklemian and North, moving to C&H as senior vps, brought over about 20 creative and account people, among them Mr. Lurie, who became a vp in the merged shop. Onetime chief of West Coast operations for Mutual Broadcasting System, Mr. Lurie was a vp in charge of radio and tv with Bermingham, Castleman & Pierce before joining Seklemian & North. He will reportedly stay on at C&H after departure of his former employers.

■ Following his discharge from C&H about four weeks ago, Mr. North indicated he would revive the Seklemian & North agency, a corporate entity he said was still active. Mr. Seklemian, who is due to leave C&H following completion of a current project, reportedly will join his former partner, Mr. North, although he has not issued a statement on his future plans.

Neither Sherwood Smith, chairman of C&H, Mr. Lurie nor Mr. Seklemian could be reached for comment on the hassle. #

Sociologists' Views of Advertising to Be Aired at Parley

ST. LOUIS, MO., Feb. 25—The views on advertising held by some of the nation's leading sociologists will be aired at a special one-day symposium in St. Louis March 18. Titled "The Social and Economic Forces of Advertising," the symposium is being co-sponsored by the St. Louis council of the American Assn. of Advertising Agencies and the University of Missouri's school of journalism.

Moderators of the event will be Dr. Earl F. English, dean of the Missouri journalism school, and John Crichton, editor of ADVERTISING AGE.

The meeting will be held in the Sheraton-Jefferson Hotel and a fee of $22.50 will be charged for the program. A special $10 price will apply to students.

The symposium is a feature of the 50th anniversary celebration of the University of Missouri's school of journalism, the oldest in the country. #

Borden Promotes Rice, Reiner, Peguillan

Borden Co., New York, has appointed Terry R. Rice national advertising manager of all media for the general advertising department. Mr. Rice was national ad manager for air media. His responsibilities were broadened last week following the announcement that William H. Ewen had been promoted to director of advertising and promotion of Borden Foods Co.

Terry R. Rice

At the same time Borden's director of advertising, William B. Campbell, announced that Ronald M. Greiner, assistant national advertising manager of print media, has assumed general responsibilities for print media and outdoor advertising, and Edward J. Peguillan, assistant national ad manager of air media, assumes responsibilities for radio and television media.

Meyers Joins Street & Finney

Robert Meyers, formerly with Benton & Bowles, has joined Street & Finney, New York, as print media director.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

OPPORTUNITY IN SUNNY TEXAS
Fast-growing 27 man organization needs contact-copy men. Both must be proven creative copywriters. Must have working knowledge of electronics. Give complete resume, photo and state annual salary first letter. Opportunity to become key men. Many fringe benefits.
Don L. Baxter, President, Don L. Baxter Inc., Melba Bldg., Dallas, Texas.

BARNARD'S
Nation-wide Placements
In Advertising and Related Fields
Exec. Copy, Art, Production, Editorial, PR, TV-Radio, Sales, Secretarial, Etc.
Call Miss Barnard
WA 2-2306, 202 S. State St., Chicago 4

COPYWRITER
Alert southern agency with 10-man staff needs creative young copywriter with flair for the fresh approach, yet is well grounded in fundamentals of advertising and selling. Should be steady worker, easy to work with, a good team man, and particularly skillful with words. If you are already this kind of advertising man, or are well on your way, there's a place for you in our plans for future growth. Applicant should be in good health, have good personal habits, and want to become a permanent resident of a medium-sized city in middle south Atlantic state. Starting salary in four figures. Good opportunity for advancement. Write giving complete resume.
Box 2271, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE
Editors .....Public Relations
Copywriters .....Advg. Managers
Artists .....Media .....Production .....Service
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

ACCOUNT EXECUTIVE for 25-year old Midwest agency specializing in Farm, Industrial and Retail accounts. Must have some agency experience and a successful background in radio and tv copy writing. Primary responsibilities include accounts using broadcast media. Film production knowledge helpful. Salary to $6,000 plus profit sharing. Send complete resume with recent photo to
Box 2274, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL COPYWRITER
Chicago Adv. Agency wants top caliber direct mail writer. Should have 6-10 years of experience with magazine, mailing house or agency. Must be genuinely creative, not a "copy machine". Excellent starting salary plus opportunity to get large increase the first year. Send complete resume in confidence to
Box 2318, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

BUSINESS PAPER
SPACE SALESMAN
Industrial publisher offers permanent opportunity for creative, self starting salesman in N.E. territory. Manufacturing background helpful. Salary, expenses, incentive. **Resume to Box 118, West Hartford, Conn.**

Space salesman seeking additional paper in livestock or related field take on lusty sheep industry paper, commission basis. **The Shepherd, Sheffield 37, Mass.**

OPPORTUNITY WITH MAJOR COMPANY

For experienced advertising man to assist Director of Advertising and Promotion for national manufacturer located in Chicago and a leader in its field. Should have experience in national media, sales promotion, dealer advertising, co-op administration, displays, and agency contact. Salary open. Benefits include complete insurance coverage, and profit sharing, with unlimited opportunity. Please submit résumé, stating age, education, employment history, personal status and salary range. Replies will be held in strict confidence. Box 425, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

HELP WANTED

SECRETARY
Executive of a leading promotional civic organization is looking for an experienced secretary 25-35. Small office, North Michigan Avenue location. Complete resume requested.
Box 2298, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY DIRECTOR
We are looking for an attractive, talented young woman (under 30) with previous experience in the publicity field who would like to work for a civic organization. Our office is small and ideally located on N. Michigan Avenue. Complete resume requested. Replies kept confidential.
Box 2299, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANTED!
OUTDOOR ADVERTISING ARTIST
Capable of preparing roughs, tempera comps, finished lettering & finished illustrations. Must be top flight with a professional Advertising art background.
Contact Elton G. Krafft, Art Director
NAEGELE OUTDOOR ADV. CO.
Milwaukee, Wis.

ADVERTISING ART DIRECTOR
There's an exciting future plus all the charm of small town living waiting for you at our agency. Must be able to create and follow through ads and colateral material.
Box 2300, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITORIAL & PUBLICITY TRAINEE
Large well-known national manufacturer with Chicago headquarters has excellent opportunity for an editorial and publicity trainee for its publicity, consumer and trade magazine programs. Qualified applicant must have strong writing skills and interests, imagination and ability to organize material. Some knowledge of construction and building materials would be helpful. Journalism degree desirable and some writing experience. This position will challenge a top young man willing to work hard and interested in future opportunity. Age range 23-28. Salary commensurate with age, education, experience. Please submit complete resume including age, education, experience and salary requirements.
Box 2301, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Wanted—experienced advertising space salesman for full time representation of established technical publication serving instrumentation and automation market. Cover New England, New York, and Philadelphia area. Draw plus commission. Immediate potential in growing market. Submit complete resume of experience to
Box 2275, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

IF ADVERTISING IS YOUR BUSINESS PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
629 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

Our 48th Year
ART DIRECTOR. Major-agency food exper. Perfect "climate" for originality. Can be young if first-rater. **20M+**
DIRECT-MAIL WRITER. Heavy in mass consumer mailings. **10-12M**
SLS. PROM. WRITER. Big agency, big account. **to 10M**
MKTG., FOOD. Young, field food exper. Some agency exper. desirable, but could come from mfr. **$9-10**
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

PUBLIC RELATIONS GIRL
Well known industrial company in Chicago suburb has unusual opportunity for experienced Public Relations girl, with writing ability. Position requires editorial writing and direction of company publication. Must be capable of assuming responsibility in functioning as an important member of Public Relations Department. Excellent fringe benefits. Write Box 426, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

POSITIONS WANTED

SALES PROMOTION/ADVTG. MGR.
Age 33, with 6 years intensive experience in media promotion, seeks challenging position requiring skilled creation—ads, DM, brochures, publicity, research. Accustomed to hard work, getting results, reasonable salary. Willing to relocate.
Box 2173, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ad space salesman experienced in consumer and trade publications, in N.Y. and East. Have managerial experience.
Box 2291, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ART DIRECTOR-LAYOUT-PROD.
5 yrs. Agcy. & Studio Exp. Age 29. Immed.
Box 2317, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ELECTRONICS AD MAN
Manager-copywriter who knows products and markets. Min. $9600, will relocate.
Box 2302, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGGRESSIVE T/V PR WRITER-DIR.
now Industrial Relations Missile program seeks creative position. Will relocate.
Box 2303, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS EXEC.—Mature man, 22 yrs. exp. all phases publicity and public relations. A-1 administrator. Top contacts business leaders in Chicago, Dallas and Denver. Excellent references. Pref. agency or large business. Could invest.
Box 2304, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TV COPYWRITER-PRODUCER
Young woman experienced all phases TV; fast, fluent, imaginative selling copy keyed to smooth, motivated video. Fresh ideas for your food, beverage, fashion and home furnishing accounts. $6500.
Box 2305, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Could a dependable
FREE-LANCE COPYWRITER
sometimes save you strain?

Big agencies have used this 40 year old woman full-time for both TV and print. Illness demands that she work less hours now. For resume, write **R.H.S. 9300 S. Winchester Ave., Chicago 20.**

ASST. ADV. MGR. OR ACCT. EXEC.
Mkt. degree and 10 yrs. adv. exp. with both agency and advertiser. Resume.
Box 2306, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXECUTIVE
Currently agency Creative Director in charge of copy, art and production—print, radio & TV—seeks agency copy o company Ad Mgr. position. Campaign planner, good visualizer, fluent writer. Good on contact. Will relocate. Salary: Low five figures.
Box 2307, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADV. ASST.—Not everyone is a leader, but it takes talent to be a follower too. Capable, personable man, 35, creative & good on detail, with 10 yrs. adv. agency exp. wants job as asst. to adv. exec.
Box 2308, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

ADV. MGR.—BRAND MGR.
INDUSTRIAL OR PHARMACEUTICAL
Creative young Brand Manager with art flair seeking better position. Proprietary Drug, Industrial, Ethical Pharm. & Dental exp. as Asst. AE; Asst. Adv. Mgr and Copywriter. Heavy Direct Mail and print prod. exp. Prefer Metro NY-NJ.
Box 2309, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

TOP AD MAN

seeks job away from N.Y.-Chicago ulcer factories. Wide experience advertising leading national brands—foods, toilet articles, housewares. Rapid assimilator. Strategic planner. Marketing approach to new and old products. Age, active low fifties. Health sound. Acclimate quickly through square dancing. Prefer smaller town. Excellent references. Will consider up to 5 year commitment to do interesting job. What have you to offer?

P.O. BOX 655, CHICAGO 90, ILL.

GALLEY SLAVE FREE FOR ADV-PR
Versatile adv. & p.r. man for 10 years tried paste-pot and scissors game (managing editor, trade publication) for 6 months, found it too limiting. Heavy experience in 16mm films, slide-films, script writing, sales promotion, publicity, ad manager, and direct mail. Located Chicago; will consider move northeast.

Box 427, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADV. & SALES PROMOTION MGR.

Real opportunity with Major Midwest Drug Chain, now planning dynamic expansion program. Should have 15 years retail display advertising experience, including 5 years as Advertising Manager or assistant in charge of sizable retail display budget, working knowledge of displays and full knowledge of art and production. Adv. agency experience helpful but not necessary. Salary commensurate with ability. Submit resume including education, work experience, age, qualifications and previous earnings. All replies confidential. Box 429, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

POSITIONS WANTED

NEED AN UP-COMING ADVERTISING MAN? He is on third rung of ladder going up. BS in Mktg., 1 yr. learning what makes mfg. tick, 2 yrs. planning, creatively writing adv., pub., sls. prom. in top ind'l. corp. Contact, follow-thru man. Married. Seeks growth opty. (Ind'l or Cons) NYC or L.I.
Box 2310, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ASSOCIATION EXECUTIVE
Experienced in all phases of association activities; market research, promotion, committee supervision and membership contact. Resume upon request.
Box 2311, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXPERIENCED T.V. ART DIRECTOR
Freelance rough storyboards. Will create visuals. Req. copy only 155 wds. app (1 min. comm.) $8 per 6½" x 8¼" frame.
Box 2312, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RSVP
Creative Writer-Editor, 28, wants West Coast position. Exp. 5 yrs. editor union mag. plus political newspaper; 2 yrs. sales promotion mgr. AAA mfg. Write
Box 2313, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Top Flight—hardhitting executive space salesman above average sales record.
Box 2314, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES WANTED

SALES REPRESENTATIVES WANTED
For "Clear-Stix" transparent acetate self adhering POP signs. Chicago, Southern, New England and other territories open. **Transparent Advertising Corporation, 2800 College Pt Causeway, Flushing 54 NY OR See us at the POPAI Show, Booth 74.**

REPRESENTATIVES AVAILABLE

Have hundreds of major New York Advertising, Sales & Promotion Dir. Contacts. Also agency art & prod. dirs. Midtown Manhattan office. Retainer plus incentive.
Box 2294, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

REPRESENTATIVES WANTED IN KEY CITIES

including Detroit, New York, Minneapolis, Cincinnati, Pittsburgh, Cleveland, Kansas City, Washington and San Francisco. Sell services for a reputable, fast-growing national organization publishing printed services used in quantity by larger companies to help prepare their older employees for better adjustment to retirement. We are now serving a wide variety of leading employers from coast to coast and have several successful retired space salesmen formerly with top national magazines representing us in metropolitan areas. Our work excellent for older men, but only those with good health, proven records, and financial stability need apply. Must drive own car. All our representatives are on strict commission, but we can show the right men how they can build volume, including a high percentage of repeat business, from year to year. Part time in certain areas. Write full details of background and experience. Box 350, ADVERTISING AGE, 630 Third Ave., New York 17, N.Y.

WE RECOMMEND THIS MAN
Due to consolidation of divisions agency must release capable Creative Director, responsible for art, copy & production for all media on our consumer & institutional accounts. Has penetrating insight—sales & research minded—doubled as A/E. Excellent administrator. Low five figure salary much less than he's worth. Will relocate. Agency President highly recommends him as A/E, Creative Director or Advertising Manager. Would be happy to introduce him to you.
Box 424, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

TELEVISION WRITER

VanSant-Dugdale, long established 4-A Baltimore Advertising Agency of over 100 people needs a writer for growing TV-Radio Department. He must be experienced in commercial writing, able to develop ideas and write with a minimum of supervision. Work involves live and film TV and radio. Salary open, profit-sharing, retirement plan, life insurance. If you qualify send resume, including salary requirement to **Personnel Director, VanSant-Dugdale & Co., Inc., 15 E. Fayette St., Baltimore 2, Maryland.**

OHIO AGENCY NEEDS 2

Urgent growing pains demand we hire 2 young people looking for a "Home". No snap—business is coming in so fast there's plenty of work, but plenty of fun, too, in congenial surroundings, air-conditioned offices. Muzak, vacation, other benefits in the works.

1. Jr. Account Executive or copy-contact man. Perhaps two or three years experience learning under his belt, who wants to get out of the learning stage, and into the growing stage with an agency that's just beginning to realize its growth potential.
2. Copywriter—man or Woman—who can turn out prodigious amounts of good, fresh copy for radio, TV, print. There's plenty of it to be done on consumer, industrial, farm and retail accounts. Both salaries adequate, but not inflated.

Résumés and complete information, including salary brackets and photo, to Box 430, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

BUSINESS OPPORTUNITIES

WANTED
TO BUY
TRADE PAPER
All information kept in strict confidence.
Box 2315, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FOR SALE: Media Properties: Radio stations as low as $30,000 total price; television stations from $450,000; monopoly market (small) radio and newspaper combination, $150,000, terms. **Chapman Company, 1182 W. Peachtree, Atlanta; 205 W. Wacker, Chicago; 1270 Avenue Americas, New York.**

MISCELLANEOUS

ZINC, LINE, HALFTONE, CUTS
(for conventional, printing, gold stamping)
6 Square Inches $1.60
Write for FREE catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS
P.O. Box 115, Hazleton, Pa.

Bingo Time U.S.A. printers of personalized bingo cards for Radio, Television or Newspaper Ad promotions, P. O. Box 906, Denver 1, Colorado, Acoma 2-7539.

NOW get saturation coverage on Radio & TV Contest Shows in So. Calif. & West at low cost. Write Roberts & Gail, 5880 Hollywood Blvd., Hollywood 28, Calif.

MR. BUSINESS PAPER PUBLISHER: Give your readers more and sell more space. We evaluate editorial treatment, format; spell out reader-catching improvements. **Science Information Consultants (ST 2-3881) 25 E. Washington, Chicago 2.**

ANY EUROPEAN MISSIONS?
Seasoned writer Europe bound April 9-July 10. England, France, Spain, Italy, Austria, Germany. Available for few free-lance copy, editorial, or routine business assignments. Will be in N.Y.C. Apr. 5-8.
Box 2316, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING EXECUTIVE "FOR SALE"

- **Account Executive**
- **Adv. Sales Prom. Mgr.**

Rare combination of planning, creative and administrative talents sharpened by successful record in retailing consumer and industrial fields. Former advertising director; operator of small agency. For complete résumé, write Box 395, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

IMMEDIATE AND LONG RANGE SALES PROMOTION OPPORTUNITY

Large heavy machinery manufacturer with complex distribution and sales problems wants an experienced ambitious young man of 30-35 years of age to become a part of a successful sales promotion and advertising department. Must have writing skill, know-how of advertising and managerial characteristics flexible enough to adapt to our business. Educational background important as is ability to work with others both inside and outside of company. Please write detailed and informing letter of application which will be acknowledged. Salary in line with ability.

Box 27R 299, Advertising Age
4041 Marlton Ave.
Los Angeles 8, Calif.

BIRCH *Personnel Service, Inc.*
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

MIAMI FLORIDA'S *LARGEST COMMERCIAL ART STUDIO Needs . . .*

FIGURE ILLUSTRATOR for crisp line spots, also wash and color
SHARP LAYOUT MAN for crisp smart comps, self starter
Must be able to relocate in 30-60 days
No drifters—Please! These are **permanent** staff positions with company benefits
Will pay top salaries
Write today—Send samples, give salary Requirements and background—
Seymour Gerber, President
GRAPHIC ARTS, INC.
8365 N. E. 2nd Ave., Miami 38, Florida

MARKET DEVELOPMENT MANAGER

Unusual opportunity for outstanding young Marketing Strategist. Will plan, supervise, and evaluate overall strategy of current distribution and projected new areas for dynamic growth company in durable goods field. Will report to Director of Sales and should give him cause to worry about his job. In reply please attach recent photo and state salary requirements.

Box 428, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Add Own Creativity to Get Most from Media Merchandising, Agencies Told

(Continued from Page 3)

advertising can do for them, Felix Coste, president of Outdoor Advertising Inc., told the Houston meeting. The staff has made 700 calls in 78 cities during this period, upon people who have never been contacted before in behalf of outdoor media, he said.

"This supplementary selling program is a recognition of the increasing importance of a field organization," Mr. Coste added. He explained that the field contact men make film and other presentations of the objectives of an outdoor campaign in a general effort to bring the significance of outdoor advertising into focus for regional advertisers, but not to sell the services of any specific company.

Because of the greater use of autos, Mr. Coste pointed out, there is a greater awareness among families in the Southwest of current poster and paint programs than in crowded areas like the East.

■ Newspapers, likewise, are making a concentrated effort to tell their story to regional advertisers, said Calvin N. Clyde Jr., publisher of the *Tyler Telegraph* and *Courier-Times* and president of the Texas Daily Newspaper Assn.

The publishers who belong to TDNA are making full-scale presentations of what newspaper advertising can do for regional advertisers. The meetings are held on the executive level, Mr. Clyde explained, and the publishers' tailor-made presentations point out the service they can render for the advertisers' products, rather than just sell their own product, the newspapers.

Mr. Clyde said that many new developments in newspapers—such as those in r.o.p. color production—are the result of agency demand. He pointed out that many newspapers offer merchandising and promotion services that supplement the agency promotions, and urged agencies to take advantage of them.

The Southwest Council of the Four A's will vote by mail during the next two or three weeks on officer nominations made at the Houston convention.

Nominated as chairman is Joe Wilkinson, of McCann-Erickson, Houston. John Stuart, of Glenn Advertising, Dallas, was nominated for vice-chairman, and Ray Ackerman, Ackerman Associates, Oklahoma City, for secretary-treasurer.

Nominees for the board of governors are James P. Anderson, manager of the Dallas office of Fitzgerald Advertising Agency; Rowland Broiles, of Rowland Broiles Co., Fort Worth; Wayne Rives of Rives-Dyke Co., Houston, and Mr. Ackerman. #

COME HOME—*"Want ads" make sales points in this two-color newspaper page as J. A. Folger & Co. extends the campaign for its new instant from south to north on the West Coast and inland to Salt Lake City. Harris, Harlan, Wood, San Francisco, is the agency.*

S. Goody Creditors Offered 100% on Long Term Plan

Creditors of Sam Goody, one of New York's largest retail record stores, have been offered a 100% long-term payment plan. The company reports total liabilities as of Dec. 31 of about $3,029,000 and assets of $3,050,000. "Conservative" estimates envisioned sales for the year beginning March 1 at $5,400,000 with a cash balance of about $600,000. Under the proposed deferred payment plan, creditors will have complete control over the New York operation. MAS Advertising Services is one of the companies making up the New York group.

Mismanagement, over-expansion and high financing costs were given as the reason for Mr. Goody's difficulties by George Jay, Columbia Records, chairman of the creditors committee. The payroll has been cut from about $70,000 monthly to some $45,000, with the dismissal of 43 employes and salary cuts to 20 others including Mr. Goody.

ABC-TV Drops Daytime Shows

ABC-TV, New York, will drop 30 minutes to an hour from its daytime schedule following defections by Operation Daybreak charter clients—Nestle and Bristol-Myers—which canceled, and General Foods and Beech-Nut, which cut back. Liberace is expected to be dropped and Peter Lind Hayes shaved to a half hour, effective in May, when Gale Storm re-runs come into the lineup.

Fine, Fast, Fairly Priced Photography

pics photographers
DEARBORN 2-1062
137 NORTH LASALLE STREET CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

EMPLOYERS!
We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers
NO FEES CHARGED
Workers or Employers
PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1 65
Larger sizes: proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

BUSINESS OPPORTUNITY
For Manufacturers of Building Products and Equipment

Available: every-month contact with the *building teams* who will design and build $37.5 billion volume of schools, shopping centers, skyscrapers, industrial plants and other *big buildings* in 1959.

BUILDING CONSTRUCTION ILLUSTRATED—the *only* publication *exclusively* reaching the contractor-architect-dealer BUILDING TEAMS that specialize in construction of important non-residential buildings. *60% of BCI's contractor readers offer complete "package construction service" (including design).* Highly-illustrated on-the-job reports on new methods for constructing these important buildings.

Every reader an immediate force for the specification purchase and use of your building product . . . no waste circulation.

Write for free brochure

BUILDING CONSTRUCTION *Illustrated*
Industrial Publications, Inc.
3 S. Wabash • Chicago 3
FRanklin 2-6880

Nielsen Network TV

Two Weeks Ending Jan. 24, 1959

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., NBC)	20,108
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,776
3	Danny Thomas Show (General Foods, CBS)	17,556
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	16,632
5	Maverick (Kaiser, Drackett, ABC)	15,708
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,400
7	Perry Como Show (Several sponsors, NBC)	15,400
8	Father Knows Best (Scott Paper, Lever Bros., CBS)	15,224
9	Perry Mason (Several sponsors, CBS)	15,180
10	Tales of Wells Fargo (American Tobacco, Buick, NBC)	14,872

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., NBC)	46.6
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.2
3	Danny Thomas Show (General Foods, CBS)	40.5
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	39.6
5	Maverick (Kaiser, Drackett, ABC)	37.8
6	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.7
7	Perry Como Show (Several sponsors, NBC)	35.6
8	Father Knows Best (Scott Paper, Lever Bros., CBS)	35.4
9	Perry Mason (Several sponsors, CBS)	35.3
10	Sugarfoot (Several sponsors, ABC)	35.3

Nielsen Average Audience**

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,028
2	Wagon Train (Ford, National Biscuit Co., NBC)	16,720
3	Danny Thomas Show (General Foods, CBS)	16,544
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	15,576
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,960
6	Father Knows Best (Scott Paper, Lever Bros., CBS)	14,168
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	14,080
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	13,596
9	Price Is Right—8:30 p.m. (Lever, NBC)	13,596
10	Zane Grey Theater (S. C. Johnson, General Foods, CBS)	13,464

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.5
2	Wagon Train (Ford, National Biscuit Co., NBC)	38.7
3	Danny Thomas Show (General Foods, CBS)	38.2
4	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	37.1
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	34.7
6	Father Knows Best (Scott Paper, Lever Bros., CBS)	33.0
7	Tales of Wells Fargo (American Tobacco, Buick, NBC)	32.6
8	Wyatt Earp (General Mills, Procter & Gamble, ABC)	32.2
9	Price Is Right—8:30 p.m. (Lever, NBC)	31.9
10	Zane Grey Theater (S. C. Johnson, General Foods, CBS)	31.5

* Homes reached by all or any part of program, except for homes viewing only one to five minutes.

** Homes reached during an average minute of the program.

† Percented ratings based on tv homes within reach of station facilities and by each program.

He WANTED a TOP NOTCH AD MAN

. . . and got replies from 43 applicants!

Total cost? Only $13.75 for the single classified ad in Ad Age.

It's almost too good to be true — the ease with which you can hire good men through the Advertising Market Place in Ad Age.

And, of course, it works both ways. No matter which side of the fence you're on—buying or selling—use the Advertising Market Place for quick, low cost results! key advertising, selling and marketing executives. And The Advertising Market Place is one of the best-read pages in best-read Advertising Age!

Use this handy coupon to mail your classified ad today.

For each week's issue of Ad Age is read by over 158,000

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of **$18.75** per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles, Calif.

Spot TV Sales Are Up 14% in '58

(Continued from Page 1)
of spending with a budget of $16,578,900.

In third place was the up-and-coming Adell Chemical Co., which poured $12,324,900 into the medium for Lestoil—which was certainly near the top for a single product budget in spot.

Newcomers to the top ten, with Adell, were American Home Products and Warner-Lambert Pharmaceutical Co. Eased out of the top ten were Sterling Drug, Carter Products and National Biscuit.

■ Spot advertisers showed a decided preference for announcements and participations, with 72.7% of spot dollars going toward those kinds of buys. Station identifications furnished 11.1% of the dollars and program purchases the rest—16.2%. The biggest gains were understandably in daytime since this is the area with the most growth possibilities.

More complete data on spot spending last year will be included in the TvB's annual report which is due out soon. This will include dollar expenditures by companies, products and categories.

■ Released this week, along with the preliminary annual figures, was the fourth quarter report for 1958. Spending for the last three months of last year reached an all-time quarterly high of $149,105,000, against $119,835,000 for the corresponding period in 1957. Part of the increase in this gross figure was due to a jump in the number of reporting stations from 322 to 341 and to rate hikes. But business was also up on the same stations which reported for both quarters.

New names on the list of 100 top spenders included Chock Full O'Nuts, $496,000; Consolidated Cigar Co., $413,900; Chunky Chocolate Corp., $516,400; Duffy-Mott Co., $496,700; Economics Labs., $336,000; National Cranberry Assn., $509,900, and Schick Inc., $449,000.

■ Spot was given the acceleration treatment by such companies as Adell Chemical, American Home Products Corp., J. A. Folger & Co., Kellogg Co., Lever Bros., Standard Brands, Stokely-Van Camp, Sun Oil Co., Vick Chemical Co., Warner-Lambert, Welch Grape Juice Co.—and Textize, a Lestoil competitor, going from 74th to 8th.

Categories registering substantial increase for the fourth quarter of '58 vs. '57 were dental products, drugs, foods and groceries, gas and lubricants, household furnishings, household paper and pet products.

■ Among the companies putting on the spot brake were General Motors, R. J. Reynolds Tobacco Co., Gillette Co. and Ford Motor Co. TvB's spot reports show Ford business two ways—as Ford Motor Co. and as Ford Motor Co. and regional dealers. Ford Motor Co., which was 18th on the fourth quarter '57 report with expenditures of $973,400, did not make the top 100 in the fourth quarter '58 report, but Ford Motor Co. and regional dealers placed 99th with $330,200. This may indicate that the dealers have become spot conscious on their own or that Ford has been successful at placing its spot business at the local rate working through dealers. #

'58 Spot Expenditures

By Time of Day and Type of Spot Activity

The following table shows the amount of money broken down by the types of spots used and day parts:

	(add 000)	%
Day	$182,712	35.7
Night	273,111	53.4
Late Night	55,881	10.9
Total	$511,704	100.0
Announcements & Participations	$371,934	72.7
ID's	56,804	11.1
Programs	82,966	16.2
Total	511,704	100.0

Source: TvB and N. C. Rorabaugh.

Spot Radio Was Off 1.9% in '58: Station Reps Assn.

(Continued from Page 1)
lieved to have come in four categories—automobiles, food, drugs and hard goods.

■ Sources within the industry attribute the decline to (1) the recession, particularly in the auto industry; (2) the double rate structure, which has driven some agencies away from the medium; (3) intensive competition from the radio networks, with their lower prices and (4) the lure of daytime and spot tv, which has attracted some of the business that used to go to spot radio.

As for 1959, Mr. Webb doesn't yet note any signs that indicate an upturn in spending, though he believes the first quarter of this year will be about as good as the first quarter of 1958.

Price Waterhouse's quarter-by-quarter estimates follow:

	1958 (000 omitted)	1957 (000 omitted)	Increase-Decrease
1st quarter	$41,963	$40,916	+2.5%
2nd quarter	41,671	39,027	+6.7
3rd quarter	38,171	41,116	—7.8
4th quarter	44,562	48,452	—8.0

OAI Names Pachuta to Succeed Lawry, Elects 2

Edward Pachuta has been appointed New England sales manager of Outdoor Advertising Inc., New York, to succeed Clinton C. Lawry, who has retired after 26 years with OAI. Mr. Pachuta joined OAI as an account executive in 1955.

Stockholders of OAI have elected as directors W. A. Schmid Jr., president of North Texas Advertising Co., Fort Worth, and John L. Bricker, exec vp of OAI. Mr. Schmid is also president of the Outdoor Advertising Assn. of Texas.

Top 10 Spot TV Advertisers for 1958

Source: TvB and N. C. Rorabaugh

Rank		1958	1957	'57 Rank
1	Procter & Gamble	$33,833,100	$25,916,840	(1)
2	Lever Bros.	16,578,900	7,642,980	(7)
3	Adell Chemical	12,324,900	4,109,800	(16)
4	General Foods	11,008,000	8,447,900	(5)
5	Colgate-Palmolive	10,998,500	7,739,080	(6)
6	Continental Baking	9,223,900	10,190,060	(3)
7	Warner-Lambert	8,833,100	5,690,870	(11)
8	Brown & Williamson	8,019,600	12,988,920	(2)
9	Miles Labs.	7,895,900	6,392,640	(9)
10	American Home Products	7,275,600	3,589,680	(20)

WHITE SPACE—*White Motor Co., Cleveland, will introduce its new "5000" model tractor with this color spread in The Saturday Evening Post March 7. Other color spreads will run in Business Week and Time. Fuller & Smith & Ross, Cleveland, is the agency.*

'Lobbying' Ads Not Tax Deductible: High Court

(Continued from Page 1)
payers in the cases before the court contended that disallowance of the ads interfered with their freedom of speech. In rejecting this claim, the court said it has long been a matter of public policy that no one may enjoy tax benefits when he buys ads for lobbying purposes. Since anyone is free to use lobbying ads so long as he pays for them out of his own pocket, the court ruled, there is no discrimination.

■ This week's decision ripped away any doubt about treatment of ads which seek to influence the outcome of a legislative battle, whether it is in Congress, state legislatures or at the polls.

The regulation covered in the decision also provides for the disallowance of ads for the "exploitation of propaganda," but the court made no effort this week to comment on the dividing line between "propaganda" and legitimate institutional advertising.

With its power to throw out controversial ads strongly supported by the Supreme Court, the Treasury is now in a position to go ahead with revisions of its advertising regulations which it has been considering for more than two years.

■ As recently as last week, top Treasury officials said they have no intention of changing any existing attitude toward normal institutional advertising. But they looked forward to the adoption of more specific rules on "lobbying, legislation and propaganda" once the Supreme Court provided additional guidance. Hearings on new advertising rules were held more than a year ago, but final action awaited settlements of the cases handled this week.

The cases decided this week involved William and Louise Cammarano, part owners of a beer wholesaling business in the state of Washington, and F. Strauss & Sons, wholesale liquor dealer in Arkansas. Dry law votes were pending in each state, and the two companies had contributed to advertising campaigns which led to the defeat of the proposals.

■ "The words ordinary and necessary are not so clear and unambiguous in their meaning and application, as to leave no room for interpretative regulation," the court said. "In the present cases there is before us regulatory language of more than 40 years' continuous duration expressly providing that sums expended for the activities here involved shall not be considered an ordinary and necessary business expense under the statute.

"The provisions of the revenue code which underlie the regulations have been repeatedly re-enacted by the Congress without the slightest suggestion that the policy expressed in these regulatory measures does other than precisely conform to its intent."

■ The revised regulation which Treasury circulated for comment in late 1956 retains most of the language of the rule which was before the Supreme Court this week. It contains some additional language which Treasury officials have defended as an effort to "clarify" rather than expand the rule.

As revised, the rule reads: "Expenditures for lobbying purposes, for the promotion or defeat of legislation, for political purposes, or for the development or exploitation of propaganda" (including advertising other than trade advertising) "relating to any of the foregoing purposes, are not deductible from gross income." Principal changes are insertion of the words "for political purposes or for the development."

■ The proposed section also contains new language specifying that payments to associations are to be regarded as deductible even though a portion of their activity may be devoted to lobbying. Treasury officials say this is an important concession which eliminates quibbling of treatment of dues to associations which have activities covering a wide range of business needs.

Included with today's decision were concurring remarks by Justice William O. Douglas, who agreed that freedom of speech is not violated by a general rule depriving all taxpayers of benefits for lobbying expenditures.

Congress is not penalizing taxpayers for taking a stand on controversial issues, he said; it merely maintains a "hands off" policy on the part of the government. #

Butcher, Sherwood Formed

Butcher, Sherwood & Associates, a new Milwaukee agency with offices at 720 N. Jefferson St., will open for business March 16. Principals are Edwin J. Sherwood, former radio-tv group head of J. Walter Thompson Co., Chicago, president, and Bruce R. Butcher, previously field advertising manager of Jos. Schlitz Brewing Co., Milwaukee, exec vp. Mr. Sherwood predicted that the agency would have billings of $500,000 this year.

White Motor Aims Print Campaign at Management Level

CLEVELAND, Feb. 26—White Motor Co. will direct a large segment of its expanded 1959 truck advertising program toward the management level audience.

The initial ad, announcing White's new "5000" model tractor, will be a color spread in *The Saturday Evening Post* March 7. Color spreads also will run in *Business Week* March 21 and *Time* March 14. A b&w ad is scheduled for the March 24 issue of the *Wall Street Journal*.

The ad schedule includes 17 pages in *Time*, including three color spreads, and 13 pages in *Business Week*, with three color spreads. This is the first time in many years White has used full color in national advertising, the company said.

The 1959 ad program also will include coverage in four market areas—the trucking industry, vertical industrial markets (vocational), truck service field and export markets.

■ A new White signature will be introduced in the campaign. The logotype identifies the company as: "World leader in heavy duty trucks."

Fuller & Smith & Ross, Cleveland, is the agency. #

Newspaper Color Impact Study Dates Set by Researcher

CHICAGO, Feb. 25—Details of the new continuing study of color advertising and readership impact on r.o.p. color newspaper space (AA, Jan. 26) which will be conducted by Publication Research Service were disclosed this week.

The service, free to advertisers and agencies, will require that 13 of 15 newspapers be used to get full ratings. Two different ads may be inserted, as long as all newspapers are used. To get "readership of ad by product-user" information, all 15 newspapers must be used.

In instances where color is being used and the advertiser doesn't have distribution in all newspaper cities listed, the advertiser may get copy-testing on a shorter list, provided he uses every newspaper in cities where he has distribution.

Deadlines for questions and notification to Publication Research Service are one week before each survey date. Following are the dates of survey issues and the newspapers:

• Wednesday dates: *Philadelphia Bulletin* and *St. Paul Dispatch*, April 8, May 6, June 24, Sept. 9, Oct. 28, Dec. 2.

• Thursday dates: *Boston Globe, Chicago Daily News, Chicago Sun-Times, Columbus Dispatch, Houston Chronicle, Lansing State Journal, Long Beach Press-Telegram, Milwaukee Journal, Newark Star-Ledger, St. Louis Post-Dispatch, San Antonio News, San Jose Mercury*, and *Washington Post & Times-Herald*, April 9, May 7, June 25, Sept. 10, Oct. 29, Dec. 3.

• Friday dates: *Oklahoma City Oklahoman*, April 10, May 8, June 26, Sept. 11, Oct. 30, Dec. 4. #

Two Alabama TV Stations Won't Sell Political Time

Two tv stations in Montgomery, Ala.—WSFA-TV and WCOV-TV—have announced that they will not sell program time for speeches to candidates for the Montgomery city commission. The stations said they could not afford to hold out popular tv programs to present speeches of interest "to only a small part of our audience."

FCC Will Probe Monopoly Charges Against Networks

(Continued from Page 1)
the study published by the commission's network study group in October, 1957, but the FCC staff subsequently has pursued this phase of the problem in interviews with network officials and executives of leading advertising agencies.

The commission said cooperation between its staff and the Department of Justice was established under an arrangement worked out at a meeting of top officials of both agencies in April, 1958. The statement said the department offered to assist the commission in any way it properly can, and the commission has invited the department to participate.

Under the procedure outlined today, hearings are to be conducted by James D. Cunningham, the commission's chief hearing examiner. When the hearing is held, testimony is to be public to the extent that "the public interest and ends of justice will be served."

■ At the heart of the investigation are issues arising from network practices in selecting programs. In Congress and elsewhere, the FCC said, "There have been allegations that networks, in some instances, tied the use of network time and facilities to programs owned or controlled by them or in which they have acquired a financial or proprietary interest." FCC said this practice is alleged to have resulted in arbitrary exclusions of independently produced programs which otherwise merited selection.

In addition to information supplied by the Department of Justice FCC will have available data from its own staff regarding the acquisition, production, ownership, selection, sale and distribution of television programs for network exhibition.

■ Meanwhile, the ranking Republican on the House committee on interstate and foreign commerce moved today to force FCC's hand on network regulation by introducing a bill (H.R. 5042) putting networks under federal control and stringently limiting their use of station time.

The bill, sponsored by Rep. John Bennett (R., Mich), covers most of the recommendations which were made in the report of FCC's special network study group in October, 1951, (1) outlaws agreements which give one kind of program organization an advantage over others; (2) prohibits networks from influencing rates for station time; (3) makes all network affiliation agreements matters of public record, and (4) reiterates the obligation of stations to give equal time on controversial issues.

■ FCC and the Justice Department have been deadlocked over a proposal by four FCC commissioners to issue a report finding that network use of option time contracts is necessary in the public interest.

The Justice Department regards option time arrangements as an anti-trust violation, and it has expressed fear that the proposed FCC revision would provide immunity in the event the Attorney General wishes to take the issue to court.

■ In a ruling on anti-trust responsibility of the FCC this week, the Supreme Court said commission decisions do not give broadcasters anti-trust immunity. While the decision prevents FCC from taking precedence in the anti-trust field, conversely it reduces the compulsion for FCC members to respond to Justice Department pleading on anti-trust matters.

Previously, Chairman Doerfer has taken the position that the commission is obligated to clear anti-trust aspects of its decisions with the Department of Justice. Under this week's decision, FCC's majority, if it wished, could go ahead and let the anti-trust division make its stand in court.

■ The court's ruling was spelled out in a decision stemming from the Justice Department's efforts to press anti-trust charges against RCA as a result of the NBC-Westinghouse station swap in Philadelphia. A federal district court had tossed out the anti-trust case on the grounds that the deal was approved by FCC. On appeal, the Supreme Court said unanimously today that FCC's approval does not constitute a clean bill of health on the anti-trust issue.

As a result of the Supreme Court's decision this week, the NBC-Westinghouse case now will be reinstated and will go to trial in Philadelphia.

■ Most regulatory agencies are recognized as the authority so far as the anti-trust obligations of the regulated industry is concerned, the court said.

But it noted that broadcasters are not regulated in the same sense that railroads, airlines or other carriers are regulated.

Regulation extends only to the point where FCC determines that an application fits the public interest, convenience and necessity, the decision argued.

It pointed out in particular that television broadcasters remain free to set their own advertising rates.

"Thus," the decision said, "there being no pervasive regulatory scheme, and no rate structure to throw out of balance, sporadic action by federal courts can work no mischief."

■ While FCC's obligation is to review applications from the standpoint of the public interest, the decision said, "this is not to imply that federal anti-trust policy may not be considered in determining whether the public interest, convenience and necessity will be served by a proposed action of a broadcaster.

"Moreover, in a given case, the commission might find that anti-trust considerations alone would keep the statutory standard from being met, as when the publisher of the sole newspaper in an area applies for a license for the only available radio and television facility which, if granted, would give him a monopoly of that area's major media of mass communications." #

Werth Assumes Whittington Duties at McGraw-Hill

Ronald A. Werth has been named associate manager, midwest district, McGraw-Hill Publishing Co., with headquarters in Chicago, on the retirement of Ray N. Whittington. Mr. Werth joined the company in 1943 as a salesman for *Electrical Merchandising*. He was western manager of that publication until January, 1958, when he was named an associate district manager of McGraw-Hill.

Mr. Whittington will become field sales manager of Perrygraf Corp. in April. He joined the ad staff of *Factory* in 1923, moved to *Business Week* in 1936, and to his present post in 1946.

Miracle Power Names Howson

Howson Advertising, Cleveland, has been named to handle advertising and sales promotion for Miracle Power Products Corp., Cleveland maker of supplemental engine lubricants.

Last Minute News Flashes

Street & Finney Gets Colgate Men's Line

NEW YORK, Feb. 27—Colgate-Palmolive Co. has named Street & Finney to succeed John W. Shaw Advertising, Chicago, as agency for the Colgate men's line.

Seagram Names Grey for Straight Bourbon Brand

NEW YORK, Feb. 27—Joseph E. Seagram & Sons will launch another straight bourbon whisky in mid-April, and has appointed Grey Advertising Agency to handle promotion. The new brand—Old Lewis Hunter Kentucky bourbon—is a revived brand name. It will be distributed by Seagram's Hunter division, which markets Hunter blended whisky, advertising for which is handled by Doherty, Clifford, Steers & Shenfield. Grey handles two other Seagram brands, Calvert Reserve, a blend, and Calvert gin. Seagram, long known as the "house of blends," introduced its straight whisky—Four Roses Antique—last year in the West. It is expected to move into eastern markets this spring.

Muir Leaves Grant for Wesley Post

NEW YORK, Feb. 27—Robert F. Muir has resigned as controller of the New York office of Grant Advertising to join Wesley Associates in a similar capacity. One of those who joined Grant when it merged with Abbott Kimball Co. about a year ago, Mr. Muir was recently named to succeed Administrative VP Lawrence Reedy when Mr. Reedy left one week after being named to the New York management committee.

Doyle Dane Reportedly Ponders ILGWU Account

NEW YORK, Feb. 27—Doyle Dane Bernbach will neither confirm nor deny that it has been offered an institutional campaign promoting the union label for the International Ladies Garment Workers Union. The campaign is expected to cost about $1,000,000 for advertising and publicity, with the percentage for each as yet undetermined. A pr company will probably be named for that phase of the account. When first announced (AA, Dec. 18) the ILGWU campaign was said to be a $2,000,000 promotion.

Raytheon Unit Names F&S&R; Other Late News

• **Raytheon Mfg. Co.'s** newly formed distributor products division, Waltham, Mass., has appointed Fuller & Smith & Ross, New York, as its advertising agency effective March 2. Donahue & Coe handles the company's commercial equipment division.

• **Pillsbury Co.** is testing quick hash brown potatoes and instant mashed potatoes in Syracuse, Wichita and Sacramento. These are the first products other than flour-based that Pillsbury has marketed. Newspapers, spot tv, direct mail and in-store promotion will back the introduction. Campbell-Mithun, Minneapolis, is the agency.

• **Plax Corp.**, Hartford, Conn., maker of plastic products, has moved its account from Charles Brunelle Co. to Lambert & Feasley. At the same time, Mark Reardon, former account executive at Batten, Barton, Durstine & Osborn, has joined Lambert & Feasley as assistant account supervisor on proprietaries.

• **Watchmakers of Switzerland** has appointed Cunningham & Walsh to replace Foote, Cone & Belding as its U.S. agency. FC&B resigned the account in December. Watchmakers plans to spend about $1,000,000 in its new campaign, expected to start later this year. Some 15 agencies were considered, with the nod going to C&W because of the "excellent presentation of its services." Among the other shops interviewed were Young & Rubicam, Lawrence C. Gumbinner, Compton Advertising, Leo Burnett Co., D'Arcy Advertising Co., Doyle Dane Bernbach Inc. and Ted Bates & Co.

• **Jack Benny**, averse to fighting "Maverick" and Steve Allen, will leave Lucky Strike after 15 years to work for Lever Bros., New York, next year, if details of the contract can be completed. The CBS time period will be selected later, with J. Walter Thompson Co. as the probable agency. General Foods, which backed the comedian for Jell-O years ago, was a bidder for his show, but apparently has lost out to Lever. Lucky Strike will fill Mr. Benny's alternate-week Sunday night half hour by putting "Bachelor Father" on a weekly schedule.

• **The toy division of Liberty Combustion Corp.**, Syracuse, N.Y., has appointed Roy S. Durstine Inc., New York, to handle advertising and public relations for a new game, Mickey Mantle's Backyard Baseball. Television spots in 20 to 25 major markets featuring Mickey Mantle and his son are planned for the spring and summer months.

• **Sunbeam Inc.**, Chicago, will announce a new electric shaver to its sales force early next week. Trade sources describe it as a modification of the Rollmaster, adjustable for differing beard textures. An introductory ad campaign is planned by Perrin-Paus Co., Chicago.

• **Curtiss Candy Co.**, Chicago, will announce a consumer contest in April to promote its re-packaged and reformulated instant Miracle Aid drink. The contest, with prizes for each local market, will be to name the "Miracle Aid Kid," who appears in the product's ads, and will be promoted in each area. Clinton E. Frank Inc. is the agency.

• **Salada-Shirriff-Horsey Ltd.**, Toronto, has appointed Leo Burnett Co. of Canada, Toronto, to direct advertising for all brands currently handled by McKim Advertising Ltd., effective April 1. These include Salada tea, Shirriff marmalades and Lushus desserts. The appointment follows assignment of McKim to a portion of General Foods Ltd. business in December (AA, Dec. 29), effective April 1. S-S-H is reported to have about a $1,600,000 ad budget in Canada, most of which is allocated to the Salada and Shirriff divisions acquired by Burnett; the remainder to the Horsey division and some institutional advertising, which will continue to be placed by Bradley, Venning & Hilton.

• **Lloyd G. Delaney**, formerly an account executive with the Kudner Agency, has joined William Esty Co. as an account executive on the Sun Oil Co. account.

• **Louis Marx & Co.**, New York, which refers to itself as the world's largest toy manufacturer, has appointed Ted Bates & Co. to handle its advertising. While Marx has done some sparse and sporadic advertising in the past, it has never had a "formal" agency relationship.

• **Hal Dickens**, vp in charge of merchandising at Edward H. Weiss & Co., Chicago, will join the merchandising staff of Tatham-Laird, Chicago, March 2. Art Watson, account executive on Stagg beer at Weiss, will also move to Tatham-Laird shortly as an account executive.

Applestein Offers Parrish Creditors Alternative Plan

NEW YORK, Feb. 26—Creditors of Amos Parrish & Co., agency and retailing counselor, are being offered two different plans for settlement.

The agency last June filed a petition for reorganization under Chapter 11 of the bankruptcy act (AA, June 23). At that time, creditors were offered 100% payment in 16 quarterly instalments. A total of more than $400,000 is owed to more than 100 creditors.

Earlier this month an amended plan offering 15% cash was accepted by the creditors' committee, and a hearing was set for March 5.

However, an alternate plan is also being offered by Allan H. Applestein, corporation lawyer who "rebuilds companies." Mr. Applestein, in a letter to creditors, has stated he is prepared to make a "substantially better" offer to them, and negotiations have been going on for a week on "how to better everyone's position in the case."

■ Mr. Applestein comes into the picture via a contract he and the Parrish company entered into Sept. 23, in which Mr. Applestein agreed to loan the agency money, secure managerial talent and revitalize the company. Shortly after, the agency repudiated the agreement and notified the creditors' committee of the decision.

Mr. Applestein has since filed suit in federal court to enforce the agreement. If specific performance is not granted, $420,000 in damages is asked. Mr. Applestein has also asked for an injunction to restrain the Parrish organization from settling with the creditors.

Although the Parrish agency declined to comment on the situation, its attorney, David W. Kahn, told ADVERTISING AGE that the agency entered into the Applestein agreement expecting it to be the "salvation of the company," but later found that "very strange ideas" which would not be workable were being proposed.

Companies that Mr. Applestein has helped rebuild include the Diatomite Corp. and Master Royalties Co. If he gains control of the agency, he does not plan to be active in the management, but will turn this over to Fred Courtney, president and director of the Virginia Metal Products, Lawrenceville, Va.

Mr. Courtney would be assisted by Nicholas Gianakos and Thomas E. Lee, described as "experts in revitalizing sick companies."

■ The national advertising division of the Parrish company has been dormant since Jan. 1, when David Levine resigned as director of the division and joined the Rockmore Co. The three main accounts at Parrish—Judy Bond Inc., blouse manufacturer; Dunn & McCarthy, manufacturer of Enna Jettick shoes; and Sure-Fit Products Co., slipcover manufacturer—also made the move to Rockmore.

The agency end of the Parrish company had always been a minor part of the company's business, the major part being its many services to department stores. These included the design and construction of stores, dissemination of buying information, planning of specific store promotions, etc. At its peak, the company employed around 240 people, of whom about 25 were in the agency unit. At the beginning of this year the company had fewer than 70 employes. #

ON THE

GO

...FAMILIES

CHANGING PLACE

OF RESIDENCE

DURING THE

PAST YEAR

...A GALLOPING

26

PERCENT OF

LIVING'S READERS*

Whenever LIVING's expanding families pack up and move they mean business----business that's good for everybody. Every new homesite means remodeling, rebuilding, additional appliances and a slew of new household furnishings.

The Time Of Purchase Magazine

LIVING

FOR YOUNG HOMEMAKERS

A STREET & SMITH PUBLICATION

*Source: Daniel Starch & Staff

575 Madison Avenue

New York 22, N. Y.

Newspaper Dollar Volume, 1958-57

Source: Bureau of Advertising, ANPA

Compiled by Media Records

(Figures for 1958 are advance estimates)

	1958 (000 omitted) (Estimated)	1957 (000 omitted) (Actual)	% Change
AGRICULTURE	$ 16,900	$ 17,600	— 4.0
ALCOHOLIC BEVERAGES	63,500	68,934	— 7.9
Beers	13,900	17,561	—20.8
Wines	1,400	1,574	—11.1
Liquors	48,200	49,799	— 3.2
AMUSEMENTS	1,500	1,599	— 6.2
AUTOMOTIVE	160,800	199,578	—19.4
Aviation	700	837	—16.4
Gasoline & Oils	29,000	30,224	— 4.1
Parts & Accessories	2,200	2,316	— 5.0
Passenger Cars (New)	81,700	117,332	—30.4
Tires & Tubes	8,000	7,126	+12.3
Trucks & Tractors	5,000	9,412	—46.9
Miscellaneous	34,200	32,331	+ 5.8
CONFECTIONS	4,700	4,614	+ 1.9
EDUCATIONAL	1,800	1,889	— 4.7
GROCERIES	147,700	149,790	— 1.4
Baking Products	19,900	22,459	—11.4
Beverages	22,700	25,535	—11.1
Coffee & Tea	7,100	10,188	—30.3
Soft Drinks	9,900	9,716	+ 1.9
Miscellaneous	5,700	5,631	+ 1.2
Cereals & Breakfast Foods	8,400	6,201	+35.5
Condiments	15,300	13,338	+14.7
Dairy Products	17,500	19,021	— 8.0
Disinfectants & Exterminators	2,200	2,284	— 3.7
Laundry Soaps & Cleaners	20,800	24,511	—15.1
Meats, Fish & Poultry	9,000	9,225	— 2.4
Miscellaneous Groceries	31,900	27,216	+17.2
HOTELS & RESORTS	19,100	17,827	+ 7.1
HOUSING EQUIPMENT & SUPPLIES	28,300	29,247	— 3.2
Air Conditioning	1,800	2,219	—18.9
Automatic Heating	500	622	—19.6
Automatic Refrigeration	2,900	3,287	—11.8
Fixtures	700	294	+138.1
Fuel	1,300	1,237	+ 5.1
Furniture & Furnishings	11,500	11,769	— 2.3
Heaters & Stoves	1,000	935	+ 7.0
Miscellaneous Housing Equipment & Supplies	8,600	8,884	— 3.2
INDUSTRIAL	14,500	15,563	— 6.8
INSURANCE	12,500	14,265	—12.4
JEWELRY & SILVERWARE	1,500	1,178	+27.3
MEDICAL	25,300	27,620	— 8.4
MISCELLANEOUS	28,300	23,118	+22.4
PROFESSIONAL & SERVICE	900	868	+ 3.7
PUBLICATIONS	21,200	22,208	— 4.5
Book Publishers	9,800	10,470	— 6.4
Magazines	8,900	9,176	— 3.0
Newspapers	2,500	2,567	— 2.4
PUBLIC UTILITIES	19,100	18,027	+ 6.0
RADIO & TELEVISION	27,200	24,921	+ 9.1
Sets	5,800	6,158	— 5.8
Stations	20,800	17,987	+15.6
Miscellaneous Radio	600	776	—22.7
SPORTING GOODS	4,600	4,331	+ 6.2
TOBACCO	36,100	27,586	+30.9
Cigars	5,100	3,221	+58.3
Cigarettes	30,400	24,088	+26.2
Tobacco	300	165	+81.8
Miscellaneous Tobacco	300	112	+167.9
TOILET REQUISITES	34,000	36,108	— 5.8
Antiseptics	500	660	—24.2
Dentifrices	4,600	3,713	+23.9
Perfumes & Cosmetics	12,000	12,786	— 6.1
Toilet Soaps	6,700	10,134	—33.9
Miscellaneous Toilet Requisites	10,200	8,815	+15.7
TRANSPORTATION	42,800	40,439	+ 5.8
Airways	25,700	24,502	+ 4.9
Bus Lines	2,200	1,935	+13.7
Railroads	5,800	6,346	— 8.6
Steamships	4,700	3,512	+33.8
Tours	3,100	2,985	+ 3.9
Miscellaneous Transportation	1,300	1,159	+12.2
WEARING APPAREL	8,900	10,091	—11.8
GRAND TOTAL	$721,200	$757,401	— 4.8

Major Classifications Showing Gains or Losses—1958 vs. 1957

Gains	(000 omitted)
Confections	$ 86
Hotels & Resorts	1,273
Jewelry & Silverware	322
Miscellaneous	5,182
Professional & Service	32
Public Utilities	1,073
Radio & Television	2 279
Sporting Goods	269
Tobacco	8,514
Transportation	2,361

Losses	(000 omitted)
Agriculture	$ 700
Alcoholic Beverages	5,434
Amusements	99
Automotive	38,778
Educational	87
Groceries	2,090
Housing Equip. & Supp.	947
Industrial	63
Insurance	1,765
Medical	2,320
Publications	1,008
Toilet Requisites	2,108
Wearing Apparel	1,191

Sub-Classifications Showing Gains or Losses—1958 vs. 1957

Gains	(000 omitted)
Groceries	
Cereals & Breakfast Foods	$ 2,199
Condiments	1,962
Miscellaneous Groceries	4,684
Housing Equipment & Supplies	
Fixtures	406
Fuel	63
Heaters & Stoves	65
Radio & Television	
Stations	2,813
Tobacco	
Cigars	1,879
Cigarettes	6,312
Tobacco	135
Miscellaneous Tobacco	188
Toilet Requisites	
Dentifrices	887
Miscellaneous Toilet Requisites	1,385
Transportation	
Airways	1,198
Bus Lines	265
Steamships	1,188
Tours	115
Miscellaneous Transportation	141
Automotive	
Tires & Tubes	874
Miscellaneous Auto	1,869
*Beverages	
Soft Drinks	184
Miscellaneous Beverages	69

Losses	(000 omitted)
Liquors	1,599
Groceries	
Baking Products	2,559
*Beverages	2,835
Dairy Products	1,521
Disinf. & Ext'm.	84
Laundry Soaps & Cleansers	3,711
Meats, Fish & Poultry	225
Housing Equip. & Supp.	
Air Conditioning	419
Automatic Heating	122
Automatic Refrig.	387
Furniture & Furnishings	269
Misc. Housing Equip. & Supp.	284
Publications	
Book Publishers	670
Magazines	276
Newspapers	67
Radio & Television	
Sets	358
Misc. Radio	176
Toilet Requisites	
Antiseptics	160
Perfumes & Cosmetics	786
Toilet Soaps	3,434
Transportation	
Railroads	546
Automotive	
Aviation	137
Gas & Oil	1,224
Parts & Accessories	116
Passenger Cars (New)	35,632
Trucks & Tractors	4,412
†Beverages	
Coffee & Tea	3,088

Losses	(000 omitted)
Alcoholic Beverages	
Beer	3,661
Wines	174

'Tool Engineer' Names Cragg

Austin G. Cragg has been named advertising manager of *Tool Engineer*, published by the American Society of Tool Engineers, Detroit. He formerly was eastern advertising manager of the publication.

Reinauer Heads Radio-TV Unit

Richard Reinauer, formerly assistant director of film production, Foote, Cone & Belding, Chicago, has been named to head a new radio-television and motion picture section at the American Medical Assn., Chicago.

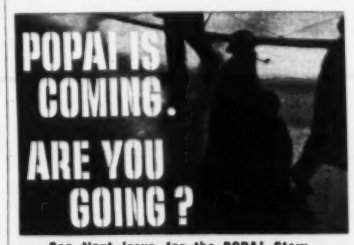
Value Line Sponsors Roto Supplement in 4 Newspapers

The Value Line Investment Survey, New York, is sponsoring a 16-page rotogravure supplement in the *Boston Sunday Herald* and *Miami Herald* March 1 and in the *San Francisco Chronicle* March 8. The supplement is similar to the Value Line supplement that appeared in the *New York Times* Jan. 4.

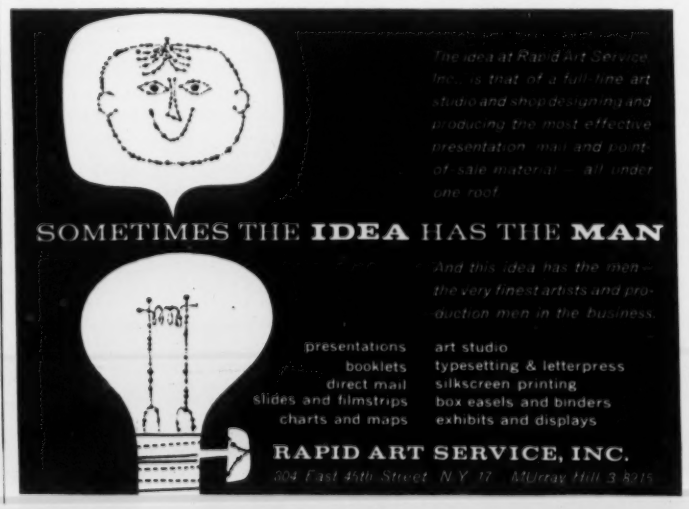
General title is "How to Invest for Your Profit & Financial Independence in the Decade of Rapid Growth Ahead." It presents an account of the methods of common stock evaluation and research carried by the Value Line Survey.

Bavarian, International Merge

Bavarian Brewing Co., Covington, Ky., brewer of Bavarian's Old Style beer, has been merged with International Breweries, Detroit. International, which sold an estimated 827,000 bbls. last year, said the merger would boost its sales more than 1,000,000 bbls. International markets Frankenmuth, Silver Bar, Iroquois, Old Dutch and Southern beers and ales.



See Next Issue for the POPAI Story


The idea at Rapid Art Service, Inc., is that of a full-line art studio and shop designing and producing the most effective presentation, mail and point-of-sale material — all under one roof.
SOMETIMES THE IDEA HAS THE MAN
And this idea has the men — the very finest artists and production men in the business.
presentations
booklets
direct mail
slides and filmstrips
charts and maps
art studio
typesetting & letterpress
silkscreen printing
box easels and binders
exhibits and displays
RAPID ART SERVICE, INC.
304 East 45th Street N.Y. 17 MUrray Hill 3 8215

"Tiny" Yewell takes the stand for electronics

Paul G. Yewell is president of Yewell Associates, Inc., Burlington, Massachusetts – an electronics manufacturers' representative firm.

Manufacturers' representatives play a key role in the distribution of electronics products and equipment, accounting for a far larger portion of the sales of instruments and components than do representatives in the average American industry. This type of technical selling is a highly specialized business, in the case of Yewell Associates, Inc., requiring graduate engineers, trained as salesmen, capable of discussing detailed specifications or demonstrating instrumentation or other products.

During 1958 the eight firms that "Tiny" Yewell represents ran a total of 150 ⅔ pages of advertising in **electronics.**

Mr. Yewell, do you consider your manufacturers made a wise media selection in concentrating so many advertising pages in electronics magazine?

"Definitely, I have been reading **electronics** *for years and consider advertising in the publication is fundamental in any sales program aimed at the electronics industry. Its advertising pages constitute a veritable 'supermarket' of electronics products and services being manufactured today."*

If it's about electronics, it's advertised and read in **electronics**

electronics

Published WEEKLY plus the mid-year electronics BUYERS' GUIDE

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON/ **FM** On the Air
Estimated A, B Contours
Approximate KRON/TV
Coverage (FCC Standards)
Call KRON/TV Sales

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •